

Vol. 9, No. 15
(288th Issue)
Thursday,
Jan. 16, 1941.
Price 6d.

COMMERCIAL

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

BROADCASTING



Advertisers, Service Agents, Station Executives
and the Listening Public, please note

"THE WATCHMAN"

(MR. E. A. MANN)

is now broadcast at 7.25 p.m. Mondays to
Fridays inclusive, and again on Sunday at
9.45 p.m. for . . .

LEVER BROS. and
ASSOCIATED COMPANIES.

2UW SYDNEY

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

TAKE THE TIME FROM US!



There are
critical audiences
with lots of money
to spend . . . in
QUEENSLAND.

4BC and 4SB

1000 WATTS
BRISBANE

2000 WATTS
KINGARROY

PROVIDE THEIR PROGRAMMES
and our advertisers
PROVIDE THE GOODS

4GR 4RO 4MB

TOOWOOMBA

ROCKHAMPTON

MARYBOROUGH

are household selections in the
MONEY SPENDING CENTRES IN QUEENSLAND
Call your tune and we will make
it radiate throughout 1941—

*A happy and
prosperous
New Year
to all*

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Sydney: FL 3054

Melb.: Cent. 442

Vol. 9, No. 15.

Thursday, January 16, 1941.

Price, 6d. Subscription, 10/-

★ Radio Advertising Has Proved That it Can and Does Successfully Sell Business For Retail and Department Stores.

Information gathered by COMMERCIAL BROADCASTING from the leading commercial broadcasting stations in Australia, indicate an undoubted upswing of all forms of retail and department store advertising on the air. There was a time when this particular field of advertising revenue was considered the absolute domain of the press. Times have changed, or at least sales methods and merchandising have changed—have advanced in step with progress all along the civilised front. Business tempo has quickened, broadcast advertising has become a necessity to the progressive retail or department store.

COMMERCIAL BROADCASTING tried to discover just what this new picture looked like if translated into figures. The results might appear to some to be a little disappointing. To all, however, they will certainly appear enlightening, and sufficient evidence will be found throughout this issue dealing specifically with retail and department store radio advertising to prove that not only is radio doing a remarkable selling job for retailers, but that this type of advertiser is using largely and consistently the broadcast advertising medium to the satisfaction of all those stations which are catering for them.

Throughout this issue readers will find numbers of articles dealing with the successful experiences of various retail or department store advertisers on the air. Theirs are only typical examples of how profitably the medium can be used. Space does not permit in one issue to enlarge upon or even to list ALL such successful campaigns in radio, nor to tell of ALL the stations which are performing their very excellent part in the scheme of things. We therefore have had to select examples of wise usage of radio by various sponsors and present them to our readers. Nor must the manner of presentation in this issue be taken to indicate the merit of one such experience compared with another, but rather are such matters governed by considerations of

space and the availability of the facts concerning various advertisers and various stations.

With 100 commercial broadcasting stations operating throughout Australia, it is quite apparent that every one cannot be mentioned in respect to its particular crop of successfully conducted campaigns for retail and department store advertisers—though every one has been given the opportunity of supplying details. It is anticipated though, that in future issues, as in past issues, stories and articles detailing the success of this or that retail or department store will appear from time to time.

One interesting aspect of retail and department store advertising on the air is that there is no rule or person to govern what particular type of program should be used by this type of advertiser. This is an interesting fact in the light of earlier experiences by radio station time salesmen who had to meet a universal challenge from retail and department stores in the rebuff from advertising managers—"What is the ideal type of radio program that will sell my goods, for I want that and that only?"

Even a super salesman representing a super station could not overcome that. There is no yardstick by which the ideal program can be measured. Always tomorrow a better program may be born.

So the job ahead was to educate the department stores and big retailers to use radio and to march ahead with it, changing, if necessary, their program or type of program to meet the immediate requirements or listening habits of the people. They had to be shown that almost any type of program properly built and properly presented could show a profitable return on the money spent on time and talent.

All this has been done. One retailer or one department store after another, has seen the achievements possible by radio advertising and each in turn has learnt to use the medium. Others will follow.

Morning, noon and night retail and department stores throughout Australia are on the air. Profitable time periods have been found in all schedules. Similarly the types of programs used by this class of advertiser now is as varied as the broadcasting schedule itself, ranging from scatters, spot announcements, to quarter-hours half-hours, hours, and even four hours block bookings of time, presenting feature audience participation entertainments, serial reading, serial dramas, quiz shows, dance programs, band sessions, various types of musical sessions and talks.

(Continued opposite page.)

How Retail & Department Store Bookings Have Grown

In December last COMMERCIAL BROADCASTING by circular questionnaire asked broadcasting stations throughout Australia and New Zealand to reply to four specific questions relating to Department Store and Retail Store radio advertising activities.

Those questions were as follows:—

- (1) How many department stores are currently using your station time?
- (2) How many retail stores (other than department stores) are currently using your station time?
- (3) How many hours per week do combined department and retail stores use?
- (4) What, in your opinion, is the approximate percentage increase in this class of advertising on your station as shown in your current figures compared with 12 months ago?

We certainly could have wished for more co-operation from a number of stations in the matter of answering these simple questions. However, the thanks of the industry generally will go out to those stations who realised that this was a survey which was being promoted for the good of commercial broadcasting in this country, and who thus promptly gave their attention to the questionnaire.

A detailed analysis of the returned completed questionnaires is given in next column:—

METROPOLITAN STATIONS.				
Station	Dept.	Retail other than Dept. Stores	and Retail hrs per week	Percentage Increase past 12 mths
A	6	40	—	20%
B	11	26	19	33½%
C	6	21	18½	30%
D	15	36	16½	15%
E	5	40	14½	—
F	7	11	12½	300
G	6	13	9½	40-50
H	9	14	16	82
I	9	14	21 (evening)	33½%
J	13	19	14½	35%

NON-METROPOLITAN STATIONS.				
Station	Dept. or Gen. Stores	Retail other than Dept.	and Retail hrs per week	Percentage Increase past 12 mths.
1	26	233	—	—
2	4	25	3½	15%
3	7	34	6	unchanged
4	6	41	2	nil
5	6	22	—	33½%
6	22	36	4½	30%
7	3	18	6	35
8	2	15	5½	52.6%

Retail and Department Store Radio Advertising average up 27 per cent. in New Zealand

In respect to retail store and department store radio advertising in New Zealand, the N.C.B.S. network sales manager, Mr. S. J. Duff, has made available very complete and informative figures which show the undoubted appreciation of New Zealand retailers for the forceful selling job which the National Commercial Broadcasting Service is doing for them.

Replying to the same set of four questions as were submitted to the Australian stations the N.C.B.S. supplied the following data:—

NOTE: In respect of question 3, the answer is shown under six headings, as follows:—

- In respect of actual program hours or portions of hours.
- Number of 100 word announcements per week.
- Number of 25 word announcements.
- Number of slogans.
- Number of one-minute spots.
- Number of quarter-minute spots.

	12B.	22B.	32B.	42B.	22A.
Dept. Stores	6	3	7	7	4
Retail other than Dept.	53	80	124	52	40
Retail & Dept. hours per week	(a) 11½ hrs.	6½ hrs.	6½ hrs.	5½ hrs.	2 hrs.
	(b) 95	315	285	211	78
	(c) 16	11	11	30	8
	(d) 9	nil	5	nil	3
	(e) 26	9	15	nil	4
Percentage increase past 12 months	(f) nil	6	nil	nil	nil
	10%	20%	60%	20%	25%



Store Show

All types and ages roll up for "audience participation" broadcasts from various stores. This picture was taken at Winn's Ltd. during one of Jack Davey's "Mirthquake" broadcasts by 2GB Sydney.

Radio Merchandising

— A Story with a Moral —

By Albert Russell, Manager the Radio Division, Goldberg Advertising (Aust.) Pty. Ltd.

Once upon a time—not so many years ago—a good fairy, through the medium of a modern mortal, created transmission by radio. Although that fairy knew the wonderful possibilities of wireless—man himself was sceptical. He played round with the new toy until one day he awakened to find that what had merely been a plaything had become a power in the land.

Right out of the blue—right out of the ether in fact—someone began selling goods by means of his intriguing plaything. This was heresy. To advertise in any way other than by the printed sheet could not be countenanced for a moment. Howls, groans and great execration were heard on every hand.

But, the howls died down. Those same advertising men who had asked so loudly and scornfully "How can anything sell by sound—without pictures, printed descriptions and all the accepted paraphernalia of advertisement?" found to their amazement that the human voice could do a job of selling. It was fascinating in the rise and fall of its inflexions; it had punch, persuasiveness and personality, because to all intents and purposes, disembodied, it induced a far greater emotional and imaginative response than had ever before been achieved.

Direct-selling announcements started this advertising revolution. Soon, however, advertisers learned to couple selling with showmanship and the air became vital with entertainment. Goods were selling; some, well; some, satisfactorily; some, not at all.

"Hah," said the scoffers, "this radio stunt is losing its kick. The novelty's wearing off. Visual advertising is so deeply embedded in the public consciousness that you'll never really get any place with radio." And so, the radio big-shots put on their thinking caps. They pushed bells, shouted into telephones, dictated into dictaphones, all to no effect. Then, one day, a humble salesman on a station definitely in the red, was told "We must have more business—or else!"

Now that salesman liked his job, loved his family and wanted to stay put. Being a wise man he talked the position over with his wife, and painted the picture exactly as things were. He said, "We must find something that will take away the uncertainty from radio, and made every advertising campaign a winner." His leisure hours were so filled with the problem, that his subconscious mind decided to lend a hand.

One morning the salesman woke up with one word of command ringing in his ears, "merchandise." "That's it," he said to his spouse whom he'd rudely

awakened in his excitement. "We must merchandise." To prospective advertisers that morning he said, "We will give you a merchandising service."

Before each campaign commenced, a survey report was handed the advertiser showing all the strength and weakness of the market where his competitors were most securely entrenched, also what distributors and retailers thought of the product. A survey was also made of that particular company's customers and potential customers. Details were given them of the coming radio campaign and they were asked to co-operate by having stocks on hand.

Every six weeks during the course of the contract a fresh survey was made and a report furnished to the advertiser. Tests were made by means of appropriate competitions and the gentle art of label-pulling became an established fact.

The result was that advertisers were happier, the station had a check-up on its broadcasting. It gained confidence through its real selling story, contracts came pouring in, and that station is profitable today.

That little fairy-tale, parable or what you will, is, as you've no doubt guessed, a mingling of fact and fiction... perhaps, more fact than fiction. Anyhow, here's a concrete case to show just how infallible radio advertising can be, when merchandising rules the air-waves.

A new client of ours—the Australian Cosmetics Pty. Ltd., manufacturers of Corinne Beauty Products had a new line which they wished to market. The name of this line is Corinne Rose Cream.

Well, you know the competition a face cream has to meet. As distribution in the city was fair and in the country negligible, we decided to go all out in a drive to encourage country interest.

We knew of a station with a thorough merchandising service and went into an immediate huddle with this unit to work out a plan of campaign. The main objective was, of course, distribution.

After consultation with the station's sales-executives, we convinced our clients that mere announcements were not enough, and strongly advised the appointment of an attractive saleswoman. This advice was taken.

Meanwhile, the station had made a thorough survey of the territory, and had detailed a salesman to accompany the client's representative on her tour of the salient towns. He not only introduced her to dealers but also backed up her sales-talk with details of the radio advertising and what it would do

to encourage sales. Thus, chemists and beauty salons were brought into line and distribution was effected simultaneously with the commencement of the radio advertising.

This, by the way, consisted of brightly written announcements asking women to send 4d.—fourpence, mark you—for a sample of the product.

1,750 samples were disposed of, in this way, and in six weeks time, a further survey was made. The saleswoman, with the station's co-operation, again called on stockists, securing much new business as well as many repeat orders.

This, in turn was followed up by visits on the part of an outstanding French beauty specialist, who demonstrated the product and gave personal advice on beauty at many stores and salons. Appropriate radio advertising again resulted in satisfactory business.

The merchandising lessons learned through the intelligent and enthusiastic co-operation of this particular station and its eagerness to carry out our own ideas as well as contributing many of its own, became the basis of a wide-spread country and metropolitan radio campaign.

The clients are happy, the agency happier... and greater business has resulted for a number of radio stations, simply because someone knew the meaning of that one word "merchandise."

The writing is on the wall. Sooner or later, all stations, will be compelled to offer this essential service. Advertising no matter how bright, is not enough. It must be backed by soundly conceived sales-promotion. The agency can only go a certain distance. The rest is up to the station. Institute a merchandising department. Tell us when it's in working order and watch your revenue rise.

Radio wins out against Press in Ireland

In spite of a long and bitter fight put up by the Irish press in opposition to broadcast advertising the Government of Ireland in October last decided that advertising programs would be broadcast again from the Athlone radio station (Radio Eireann) from 12.30 to 2.30 p.m. daily.

Advertisers and advertising agencies in Ireland fought equally hard to have the system retained and their victory over the press interests was hailed as a great triumph.

Earlier in the year the Government had decreed that all advertising contracts on Radio Eireann were to be concluded on September 30, 1940, and were not to be renewed. At the eleventh hour—one week before the end of September to be precise—the decision was reversed.

Several interesting conditions are attached to the revised plan. These include the following:—

Advertising will be restricted to companies and organisations registered in Ireland and engaged in manufacture, production and services in Ireland.

(Continued page 31.)

Are you the
S-K-I-P-P-E-R
of your
particular craft?
THEN—
DON'T S-K-I-P
these
5 GOLDEN RULES
for
BETTER SA(I)LING

**FOR GOOD
BUSINESS MEN ONLY**

It seems superfluous to stress the important part that radio will play in the life of the community during 1941. Suffice to say that with the burden of Federal taxation, plus the increase in price of commodities, etc., people will rely on radio for their entertainment to an even greater extent than hitherto. What an unprecedented opportunity for the radio advertisers to build goodwill—to win the favour and appreciation of the public—to cash-in on Bigger Business!

Radio adaptations of plays which have proved a box office draw, provide THE scoop of to-day for the radio advertiser—particularly when the cast includes the names of many well-known theatrical personalities—particularly when presented by a radio station which has the confidence of the public and the definite "buying" audience of 2KY.

2KY is proud to announce that it has secured the exclusive rights of 12 such famous productions. "Service to listeners—Service to advertisers" has ever been the watch-word of 2KY, and, with the release of these dramatisations, plus the release of wide-range recordings from Warner Bros. Vitatone Library, 2KY feels happy in the knowledge that it is providing further refreshing entertainment for its vast audience on the one hand, and outstanding selling media for progressive advertisers on the other.

2KY
M6291 428 Geo. St., Sydney

**BETTER SA(I)LING
FOR 1941**

1. PHONE M6291 for the best time for sa(i)ling.
2. SET SAIL with a puff of publicity.
3. BE GUIDED by the experience of other "skippers" and choose a well-chartered course.
4. GAIN increased power by the assured goodwill of an appreciative audience.
5. PHONE M6291 for the best tie-up with BIGGER BUSINESS.

Issued with the authority
of 2KY
**THE MASTER SA(I)L-
MAKER OF RADIO**

£1,000,000

WEEK BY THE 250,000 WAGE-EARNERS

AFFILIATED WITH 2KY

IS SPENT EVERY

- ★ "EMILE ZOLA"
13—1-hour episodes
- ★ "GRAND HOTEL"
13—1-hour episodes
- ★ "NEW GUINEA PATROL"
26—1-hour episodes
- ★ "THE ELUSIVE PIMPERNEL"
26—1-hour episodes
- ★ "MYSTERY OF A HANSOM CAB"
26—1-hour episodes
- ★ WIDE-RANGE PROGRAMMES
FROM VITATONE LIBRARY

**2
KY**

American Retailers who have used Radio Know all the Answers

If ever broadcast advertising for retail stores was "put on the mat" it was at the National Retail Dry Goods Association Convention held in New York, U.S.A., in January, 1940—just 12 months ago. And if ever a proposition came "off the mat" with flying colours it was radio.

A whole session of the convention was devoted to the topic of broadcast advertising, and it was arranged something like the American broadcast feature "Information Please." It was chairnamed by a Hartford store chief, and all questions submitted in advance were answered by two panels of "experts" comprised of representatives of leading stores which had much experience in the use of the medium for advertising.

The sales manager of WTIC, Hartford (Walter Johnson), read the queries to the boards of experts.

In reporting the convention at the time, "Variety" (U.S.A.) set out the following:—

"Basically, the following tenets about the use of radio by department stores were more or less formally established:

"1. That radio has definitely proved that it can do a good job for department stores by providing a medium for personalised, institutional plugs; by expanding the store's advertising into outlying trading areas, or even creating new marketing territories; by providing a means of dramatising store policies (such as credit business, etc.); and by directly helping to sell merchandise on the same footing with the visual media. Great emphasis was put on the fact that radio is an 'intimate,' personal medium of approach.

"2. That is foolish to 'test' radio by using a few announcements and expecting walloping results. Consistent campaigning, preferably every day of the week in 15-minute parcels, was advocated heavily. Spot announcements were generally frowned upon as lacking proper consistency and sock. A year was not considered too long as a trial period.

"3. That the best way to set up a radio budget is to take it from the general advertising appropriation, or create a special budget. Stealing money from other media, or forcing the buyers of certain departments to act as guinea pigs by using some of their specially-appropriated money, was characterised as inviting headaches and courting disaster.

"4. That measurement of the results radio produces should be fair. It was repeatedly pointed out that it is difficult to assign definite 'pull' to any one medium when the store uses several media. Hence, radio should not be penalised. It was also pointed out that radio's effectiveness can only be established after a fair trial—which means, preferably, a year's trial.

"5. That department stores should willingly take the advice of radio people

in using radio; and, vice versa, the radio people should offer department stores the type of co-operation which is necessary to the stores' complicated kind of business.

"It was also hinted quite pointedly—and importantly—that the media now used by department stores (window displays, counter displays, newspapers, and direct mail) are just about at the zenith of effectiveness. Hence any expansion of advertising strategy might well be in the direction of radio. This important point was coupled with a corollary to the effect that radio coverage generally being bigger than newspaper coverage (in terms of potentials), can open new market areas and promote new customers."

Following are some of the questions submitted and comments aroused by them from various members of the panels of experts:—

Why Use Radio?—Coverage excellent; progressive stores identified themselves with progressive new business like radio; justified because radio can sell direct a reasonable amount of merchandise; spoken work is friendly and thus provides store with certain kind of personality; radio can build general store traffic or individual department traffic of customers.

Has size of city anything to do with radio effectiveness?—No apparent reason why radio should not be as effective for country town store as well as city emporiums.

Is radio flexible enough?—More flexible than anything else yet invented, case cited of store which prepared scripts in advance for various phases of weather.

What is the best time for a retail program?—Depends on what articles for sale and thus what type of audience sought; early morning and certain evening times cited.

Does the type of merchandise advertised have anything to do with the time period selected?—Definite relationship; radio's value lies in being able to reach the right audience for the right products at appropriate time periods.

Which type of program is best for department stores?—All types useful; especially should stores try field untouched by national advertisers; "personal shopper" and "store personality" ideas cited as excellent.

How many times a week should the program go on?—Oftener the better; shorter program broadcast every day

better than longer one broadcast infrequently.

What type of music is best?—Matters for co-operation between station and store to select most appropriate music.

What is a good year round radio formula?—Careful selection of time periods, with attention given to preceding and following programs; emphasis on having personality in the program who can transmit that personality to the store itself; consistency in radio advertising; some connection between the radio "personality" and the store itself and thus infuse enthusiasm throughout all store employees.

Has any store reported that taking money from other media produces better results in radio?—Such implied procedure not in best interest of store; new budget should be set up for radio in same way as newspaper budgets are set up.

How big a percentage of the budget is needed to give radio a fair trial?—Use of a definite formula would prove to be a trap; money spent must be on the basis of attempted coverage, trading area to be considered, etc.; long radio trial period, preferably 52 weeks advocated.

What is a fair ratio of radio costs to sales produced?—About 3 per cent, or possibly 3-5 per cent, the same as in other media. Another said that "personality" delivered by radio is not measurable, and that the multiple use of media bars effective measurement of any one singly; radio's institutional benefit among people who have never visited store is factor not subject to measurement; 80 per cent of a store's sales not attributable statistically to any form of advertising.

How should radio costs be allocated?—Radio costs should come from the general budget; after the buyers are convinced that the medium works they will willingly give radio portions of their individual budgets.

Will manufacturers who co-operate with department stores on newspaper ads also co-operate on radio?—No reason why they shouldn't; stores should decide for themselves how such appropriations are to be used, and not leave the decision to the manufacturers.

What results are to be expected from radio advertising?—Results are fourfold; (1) institutionalising the store; (2) expanding the area from which to draw potential customers; (3) selling specific store policies (such as credit accounts); and (4) selling merchandise; radio is a personal medium, and thus invaluable.

What type of merchandise can radio sell?—Could sell all types; merchandise needing visual appeals—such as fashion merchandise—could not be sold via the air; countered by one who said he had sold lots of fashion goods via the air, and that the mistaken contention was by not knowing the proper method for selling these goods via the ether; low-priced merchandise is better to advertise than high-priced types because of radio's great low-income audience.

Sheep Station Chef Spells His Way to Fame

With the spelling of the word "Haecceity," meaning "Thisness" or individuality, Mr. F. A. Watts, dark, slightly built chef of an up-country sheep station, scored 100 per cent of the total points obtainable and took away the spelling championship of Victoria from five other competitors at the Melbourne Town Hall on December 17.

It was the grand final of the spelling championship of Victoria organised by the Phoenix Biscuit Co., in conjunction with 3AW, and born of the company's sponsorship of 3AW's popular "Spelling Jackpots." This show, it is claimed, has had the longest run of any radio quiz with money prizes in Australia, and further claims to have been the first radio program to use the idea of "jackpots."

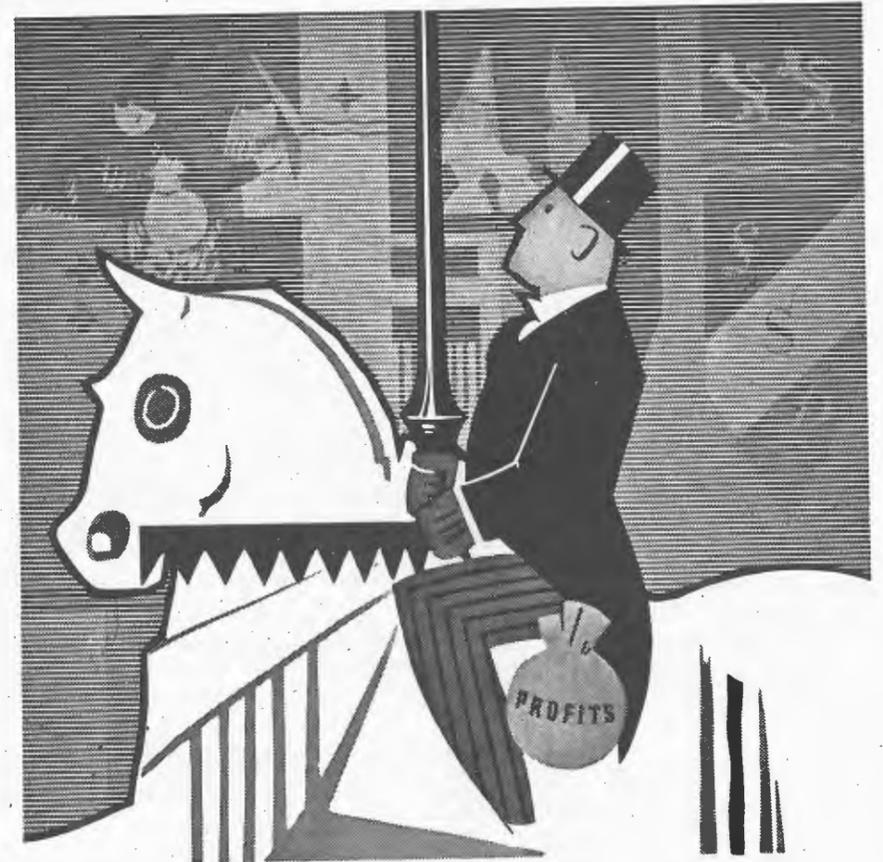
"Spelling Jackpots" took the air for the first time early in 1938 and, since that date, 3,900 competitors have faced the microphone; 9,360 people have witnessed the show, and almost £700 has been paid out in prize money. The biggest fee paid to any competitors was £21/10/- for the word DAGUERREOTYPE, and the lowest, 3d. for the word CAT.

The success of the show was so heartening that, in August of last year, the Phoenix Biscuit Co. Pty. Ltd. decided to run the spelling championship of Victoria, donating prize money totaling £100. From that time, at regular intervals, a series of elimination rounds and preliminary finals was conducted. To give an opportunity to country people in those areas to which the show was relayed, elimination rounds were held, also, at Hamilton, Sale, Swan Hill and Bendigo. The winner of each round was then brought to Melbourne, as guest of the company, to compete in succeeding rounds. It is interesting to note here that Mr. F. A. Watts, the ultimate winner, had four trips to Melbourne in connection with the championship.

On October 15, the large field of competitors had been thinned down to 64, and by December 10 it had been reduced to 16. These people met in 3AW's studios on that date and, after a tense struggle—including a tie for sixth place—the six grand finalists were selected.

The grand final was held in the Melbourne Town Hall on Tuesday, December 17. It was compered by 3AW's chief announcer, Terry Dear, and was judged by Professor W. A. Osborne, M.B., D.Sc., F.A.C.S., Emeritus Professor of Physiology at the University of Melbourne, who—besides acting as adjudicator—selected all the words used—from the early elimination rounds to the grand final.

Each of the six grand finalists was given seven words of varying value—words taken from the Oxford English Dictionary, 2nd edition—and of the six grand finalists, Mr. F. A. Watts was the only one to secure 100 per cent of the total points available. For second place tied Miss M. M. Stewart, tobacco worker, and Mr. N. D. Arnott, both of whom scored 68 per cent and had to spell off. In the first spell off they tied again, and it was not till the second that Miss Stewart won the position of runner up by one word. Prizes were: First £70, second £15, third £5 and special awards to the other three.



None but the brave deserve their share

COMPETITION will be keener this year, but for those who have the courage to grasp the opportunity there will be valuable openings for developing business now and building goodwill for the future.

Your knowledge of your own problems plus our experience of advertising and merchandising would, we believe, prove an effective formula for 'getting your share' of the business available during this abnormal period.

As evidence of the Weston Company's faith in broadcasting it is responsible for advertising 54 products on 87 stations.

The Weston Company Pty. Ltd.

« ADVERTISING SERVICE AGENTS »

CHAMBER OF COMMERCE BUILDING
GEORGE & GROSVENOR STS., SYDNEY

Established 1901 BW 1337 (5 LINES)

BOLD MERCHANDISING PLAN OF CROFTS STORES FOR FIRST BIG RADIO CAMPAIGN

Crofts Stores Pty. Ltd., one of Australia's largest grocery firms, have contracted with 3UZ Melbourne through Leyshon Publicity Pty. Ltd. agency for the outstanding radio feature, "Imperial Leader"—the life story of Winston Churchill, produced at the Legionnaire Studios. The feature commenced its season from 3UZ last Monday, January 13, and will be aired three nights weekly, Monday, Tuesday and Wednesday at 7 o'clock. Sessions are of 15 minutes.

Mr. J. Clemenger, sales director for Leyshon Publicity, on behalf of the sponsor, states that the choice of the feature was based on the tremendous public in all matters pertaining to the Man of the Hour, Winston Churchill. The choice of time gives Crofts Stores a 7 o'clock spot only a few minutes before "The Watchman," and five minutes after the conclusion of the popular George Edwards feature, "The Circle of Shiva."

The sponsorship of this feature is Crofts Stores' first major venture in radio. This large retail organisation consists of 128 branch grocery stores, of which over 100 are in the metropolitan area, and others are located at strategic areas throughout main Victorian centres.

This radio program is designed as a vehicle to convey the fundamental policies of the Croft organisation, and to educate the customer as to what he or she is entitled to expect and demand

from each and every Croft store, both as regards price, quality and service.

EXTENSIVE PUBLICITY.

Prior build-up for this feature was particularly thorough. The 3UZ air publicity was in the form of scatters, trade and daily paper announcements, and short three-minute high-spots of the program broadcast as trailers. On Sunday, January 12 (the day before the commencement of the feature, a specially prepared Legionnaire trailer of 30 minutes' duration was broadcast at 5.30 p.m., immediately after the Tivoli interstate relay. The Crofts organisation has given this program a build-up perhaps unprecedented in Victoria. Over one quarter of a million circulars have already been printed and distributed. On each of the Crofts Stores front windows there is an attractively designed streamer, eight feet long by one foot deep. Fifteen thousand specially printed invitations were delivered in the city area to a carefully selected and comprehensive list, inviting the recipient to listen to the first performance and to enter a competition.

The competition being run in conjunction with "Imperial Leader," is based on a prize list to the value of £150, to be distributed in three sections over 16 weeks. In each section four Malvern Star bicycles and two £5 Croft grocery hampers are to be awarded. Entry forms are available at all Crofts stores, forms consisting of a simple questionnaire, whose only de-



Hon. Archie Crofts, M.L.C.

mand on the listener is attention to each episode of the feature. On the entry form also there is provision for a suggested simple slogan of not more than 10 words.

The Hon. Archie Croft, M.L.C., governing director of Crofts Stores Pty. Ltd., explains his merchandising objective in this program and competition by saying:—

"I feel that the Croft stores organisation, through its huge buying facilities, is in a position to give the public unprecedented value. I feel it obligatory on me to let the public know exactly what they have the right to demand from my organisation in value, quality and service. I believe this radio feature, which dramatises the life of England's greatest man, the Man of the Hour—Winston Churchill—should prove an outstanding inspiration for all listeners—young and old."

"I regard this radio program simply as a vehicle to carry the true facts about the Croft Store Organisation, and I am confident that these facts, on their merit, will constitute the most profitable advertising possible."

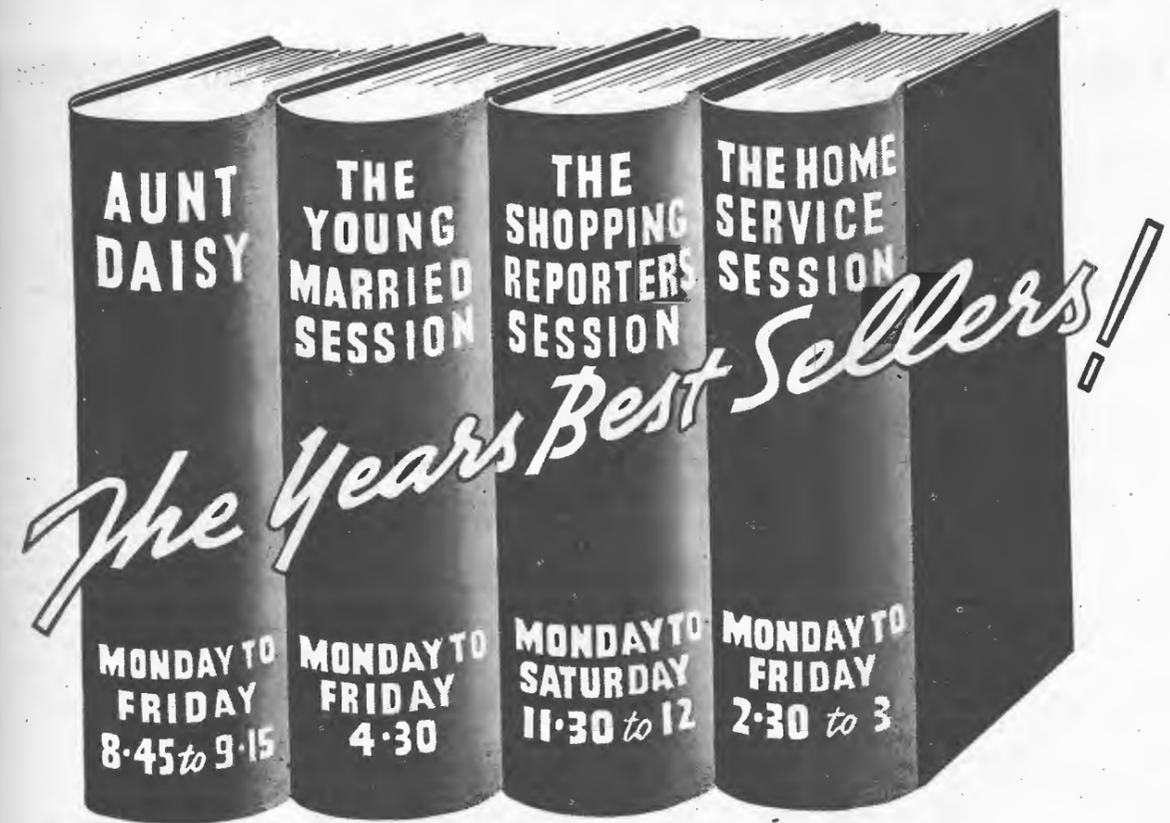
SPOT ANNOUNCEMENTS SCORE FOR BUCKINGHAMS

An instance of how a department store can crack the rich radio advertising nut and ring up sales with nothing more than well planned spot announcements is shown in the experience of Buckingham's Ltd., of Sydney.

Buckingham's, of Oxford Street, have gained outstanding results by advertising on 2UE Sydney during the past year.

Although a comparatively small campaign, including carefully-timed spot announcements was at first undertaken, results were so satisfactory that time was soon doubled. In one department alone, the corsetry department, a 50

(Continued page 12.)



Put them on YOUR sales staff

AUNT DAISY—Kindly, Lovable, vivacious—is the guide, philosopher and friend of every New Zealand housewife. She drives home your message with the friendly forcefulness that makes her New Zealand's No. 1 Saleswoman.

THE YOUNG MARRIED SESSION—initiates New Zealand's annual quota of 15,000 brides into the mysteries of making and keeping a home. This session gives you an audience with no fixed buying habits, no preferences nor prejudices. It gives you 15,000 opportunities annually to make lasting customers and friends.

THE SHOPPING REPORTER'S SESSION—Your message is vital, personal, magnetic, in the capable hands of the ZB shopping reporters. When it's a matter of "putting the story over" and getting quick, traceable results, the shopping reporters are supreme.

THE HOME SERVICE SESSION—A vital selling force that reaches women in their homes in their leisure hours when they have time to listen and plan. Friendly and entertaining, the ZB Home Service Session opens up profitable new markets at a minimum outlay.

Full information and rates from any Accredited Radio Advertising Agency or Radiovision Pty. Ltd., 61 Hunter Street, Sydney. - - - Tel. B5453.



NO MATTER HOW YOU LOOK AT IT!

... The fact still remains that the time to sell Summer goods is the Good Old Summer Time. It's not too late to cash-in on 3AW's proven drawing power with a solid-selling Summer campaign. Just pass the word to us and our team of FRIENDLY sellers will get out on the air with it—to your financial advantage. Spend the Summer with us and you're sure of a bumper harvest!

3AW
FOR
SUMMERTIME
SALES!

PERSONALS

Macquarie's H. G. Horner was a Melbourne visitor last week and was to be seen covering a great amount of territory in the short time at his disposal in the Southern capital.

Sales manager A. J. Murray, of 3KZ, is yet another radio executive who is at present on annual leave. He is holidaying at the popular Lorn accompanied by family.

Announced recently was the appointment to the sales staff of 3XY Melbourne of Mr. W. H. Berry, who for some time past has occupied the position of manager of Televox Pty. Ltd., prior to which he was for many years with the Columbia Graphophone organisation.

Mr. A. S. McDonald, chief engineer and assistant manager of Amalgamated Wireless (A/asia) Ltd., has been honoured with a Fellowship of the Institute of Radio Engineers, U.S.A., at a banquet of the annual I.R.E. Convention held in New York City on January 10. Mr. McDonald is a Fellow of the Australian I.R.E., and is also a vice-president and member of the Council. He was one of the foundation members of this body.

George Wells and Janet Gay, well known personalities at 3HA Hamilton, arranged high tea for 700 men at the Hamilton Military Camp on New Year's Eve. After the feeding, came the speaking, and Colonel Hopkins thanked George with much eulogy. A witty sergeant retorted, "Well's Swells," as George, rising to respond, said "I hope you will take it with the spirit in which it is given." The Diggers looked eagerly for the "spirit," but quickly realised that it was only one of George's figures of speech (so to speak), and everyone wondered if "Wells Swelled" because of the burden of the C.O.'s eulogy or the excellent food supplied by the townspeople of Hamilton.

The makers of Haywin Vacuum Cleaners, sponsors of Tai Ordell's morning sessions on 2UE Sydney, entertained Ordell at their staff dinner at the State Ballroom, on Saturday night, December 21, and he, in turn, entertained staff and listeners. 2UE took a 15-minute broadcast from the ballroom, during which time Mr. Ordell addressed the staff, and then told one of his famous "Vicky" stories. This program not only afforded the staff an opportunity of meeting one of their "selling representatives"—it also provided Haywin with a strong tie-up for further sessions.

On Boxing Night, December 26, Radio 2UE again introduced to listeners two very well-known personalities in Len Maurice and Andrea. The occasion was a broadcast from the new ballroom at the Hotel Astra, Bondi, and Mr. Maurice and Andrea described proceedings during dance intervals. Two quarter-hour sessions during the evening provided listeners with pleasant dance music.

Important Change of Program Policy by 2KY

An important change of program policy has been announced by the management of 2KY as from the beginning of this year. The most important aspect of this change is the introduction of feature serial transcriptions, which will be presented as sustaining or sponsored items.

To augment the plan the exclusive Sydney rights to all available Televox (Melbourne) transcription productions have been obtained with the first of these shows, "The Elusive Pimpernel," scheduled for commencement on January 15. Other shows in the buy-up which will follow or be available for immediate sponsored release, include "The Mystery of the Handsome Cab," "Ghosts of the Tower," "Fireside Memories," etc.

Discussing with "C.B." last week the station's greatly expanded programming plan for 1941, Manager H. E. Beaver said that the management had been influenced by the public's greater than ever need for diversion, relaxation and enjoyment in their own homes. The increased burden of Federal Taxation and other cost of living rises would undoubtedly put the brake on the public's ability to seek entertainment outside of the home. Commercial radio, which was an absolutely free service to the community, would need to play an even greater part than ever before in providing the people with entertainment.

"In the past," said Mr. Beaver, "we have more or less pinned our faith to popular music. Or should I qualify that by saying that we have known that there was a definite audience always available for the light and popular music programs, and therefore concentrated on that good and sufficient audience because no other station specifically catered for it as we did. We intend to continue with that policy up to a point, but to seek an even greater field of listeners and to generally widen the appeal of our programs."

The station's decision to pioneer its own "serial listening audience" by putting the first of its series of transcriptions on the air as a sustaining feature is most interesting.



Mr. Bert Beaver,
Manager of 2KY.

Mr. Beaver said he thought the public generally had a fairly critical ear for the quality of recorded music, and 2KY would be out to cater for the most critical by the installation of Western Electric Wide-Range equipment for the reproduction of programs from the Warner Bros. Vitatone Library.

The Wednesday night Assembly Hall talent trials which have been organised and broadcast by 2KY for a number of years and sponsored by Morley Johnson Ltd. (home furnishers), will be continued under a totally new and stepped-up set-up. The trials will be confined to juvenile sections, which will be compered by a juvenile. For the job, 16 years old Rodney Jacobs, who already has many radio acting successes to his credit, has been engaged on the staff of the station to present juvenile talent discovered in the trials.

The Strollers Band, which has already proved an excellent broadcast combination, will be featured at the Assembly Hall audience participation entertainments each Wednesday night, while many novelty quiz and other competitions for the audience will be introduced.

"Spots" Score

(Continued from page 10.)

per cent increase in sales could be attributed to the 2UE campaign. When special bargain lines were advertised these were quickly sold.

From time to time original schemes were adopted to push certain lines. In every case these gained results beyond the expectations of the departments concerned. The advertising manager of Buckingham's agreed that 2UE had achieved very good results for the store, and in view of this fact has decided to still further increase the appropriation during 1941.

C. A. MONKS says:

I'LL STAKE MY LIFE THAT THERE ARE NO MORE LOYAL STATIONS IN AUSTRALIA THAN EACH AND EVERY ONE OF THOSE WHICH I HAVE THE HONOUR TO REPRESENT IN SYDNEY

Radio Rep.:
2HD, 2MG, 2PK, 2QN, 2XL,
3CS, 3KZ, 4AT, 5AU, 5KA.
Shell House,
Carrington Street

Telephone: BW 4135

Telegrams: AIRADS

THE MANagements OF STATIONS

2HD 4AT 5KA 5AU

wish to announce that any charges of disloyalty made against these stations, by any person or persons are false — and that the stations expect to be soon on the air again, with the usual bright and cheery service for which they are famous.

Radio Plays Important Part in Great Firm's Reorganisation



Over the past 12 months one of Sydney's oldest big retail stores has undergone one of the most interesting revolutions in the history of retail business in Australia. The store is Murdoch's Ltd., of Park Street, for many years one of the most conservative in outlook and approach to the public, but now one of the most progressive and modern in all phases of its departmental merchandising. Broadcast advertising has played and is still playing an important part in the transformation.

Driving force behind all the changes that have occurred and the great progress now being made is Mr. A. J. Mallalue, who was appointed general manager less than two years ago. Perhaps the position was best summed up in one of Murdoch's full page advertisements appearing in the Sydney press at the end of November last. This advertisement which featured photographs of the general manager and of

all the departmental heads and of the store's personality radio girl "Isabel," proclaimed: "We're selling personality"—says Mr. A. J. Mallalue. "A store revolutionised in policy and appearance." Then by the side of a ghosted external illustration of the store there appeared this panel:—

"ONE WEEK IN 52 WHEN WE DON'T TRY TO SELL ANYTHING—well, we don't try hard!"

"It takes a BIG store to get away with an ad. like this. As big in heart as in material dimensions. Because, as you see, we're content to impress upon you nothing but the fact that Murdoch's is a store revitalised. New, galvanic life blood has been infused into its administration. Whole departments have been sweepingly transformed. Brilliant new sections have blossomed into being, including the splendid ladies' fashion salons... we're selling Personality, Prestige and Service—the passwords of our mounting popularity."

That advertisement caused quite a lot of comment in retail merchandising and "rag house" circles. It was a striking gesture on Murdoch's part in taking the public into their confidence. And that happens to be something which the public likes—it's the kind of thing that makes radio so popular with the public and makes commercial broadcasting so useful to the wise retail and department stores. Is it not true that radio can "personalise" even a bar of soap? Murdoch's first venture into radio was in 1939 when they contracted for sponsorship of "Murdoch's Musical Moneybox" broadcast each Thursday night by 2UW, and of which details are published elsewhere in this issue.

"It just happened to be the right kind of show," says Mr. Mallalue. "It was a winner right from the start, and that's why we have continued to sponsor it. It's a quiz show, and I have sometimes thought that perhaps the public is getting tired of quiz shows? But as we take all the bookings for seats at the show, and these are usually 'sold out' a month or more ahead, it must be that the public still wants this type of show."

"In February, 1940, we extended to 2SM and again we picked a winner when we accepted the idea of putting over 'The Customer Speaks' session. That brings still more customers into the store," he went on. "The third important development of our broadcast advertising was when the girl who became our store personality girl came to see us with an idea. We took her on to the staff with a view to her eventually doing something for us in radio. Within a few months she became known to a host of listeners as 'Isabel,' presenting our 'Fashion Flashes' from three stations three or four days a week."

For the department or retail store radio broadcasting could do a wonderful job of work in bringing people into the store and of personalising the store's service. That was Mr. Mallalue's summing up of broadcasting for the store—with the proviso that you had to be "lucky" enough to choose the right type of presentation.

It is interesting to record at this stage that the original "Isabel" of Murdoch's, Miss Isabel Young, severed her connections with the firm at the close of the year to take up a position with broadcasting station 2GB where, it is under-

(Continued opposite.)

Murdoch's in Radio (Continued.)

stood, she is handling that station's new children's session. Her place at Murdoch's has been taken by Miss Lumsdaine, who, in private life, is Mrs. John Sherwood (John Sherwood, of 2SM, but Pat Twohill to many still). To the public, she too will be known as "Isabel."

An interesting sidelight on the "Customer Speaks" session was related to "C.B." by Mr. John Davis, Murdoch's advertising manager. He said that originally this session was broadcast Monday, Tuesday, Wednesday and Thursdays. One of the ideas behind it was to attract people to the store early in the week. It was the force of public request that induced the firm to add Friday to the days of broadcast. It was feared that this might defeat the purpose of the early-in-the-week broadcasts. However, it was soon apparent that the reverse position existed. As soon as the Friday show was added attendances at all broadcasts increased evenly! Interesting problem is to decide whether the increased attendances are due to word of mouth recommendation to attend by customers who attended on Fridays, or whether the Friday morning home listening audience was so much greater.

Murdoch's current radio advertising:—
"Musical Moneybox" (quiz), 2UW Thursday nights.

"Customer Speaks" (store broadcast), 2SM Monday to Friday, inclusive.

"Fashion Flashes" ("Isabel"), 2UW, 2CH, 2GB (10 and 15 mins.) several mornings weekly.

Announcements 2TM, 2GZ-KA women's sessions.

Occasional special features various stations.

STORIES READ OVER THE AIR SELL GOODS, CREATE STORE TRAFFIC AND GOODWILL FOR F. J. PALMER AND SON

For over nine years SI Meredith has been reading serial stories over 2UE at noon three days a week—Tuesdays, Thursdays and Fridays and at 1.55 p.m. Wednesdays. The sponsors over all that time have been F. J. Palmer and Son, men's and boys' outfitters and sports goods store of Park and Pitt Streets, Sydney.

Just over 12 months ago 2KY Sydney, 2KA Katoomba, and 2BS Bathurst were brought into relay to the 2UE sessions.

The satisfaction of the sponsor is here reflected in the year after year renewal of this particular form of radio advertising.

Palmer's lay stress upon the fact that they are a very Australian firm selling mostly Australian-made goods. Consequently it is fitting that Meredith should,

(Continued page 19.)

RETAILERS GET RESULTS FROM 3UZ FEATURES

1... "Mrs. 'Olmes and Mrs. Hentwhistle"
8 p.m. to 8.15 p.m. Mon., Thur., Sat.
IN ITS 8th YEAR!

A Live Artist Comedy Programme
Broadcast for
MAPLES' EMPORIUMS

2... "The Woman Without A Name"
7 p.m. to 7.30 p.m. Sundays
A George Edwards Drama

Broadcast for
DARRODS DEPARTMENT STORE

3... "Imperial Leader"
The Life of Winston Churchill
7 p.m. to 7.15 p.m. Mon., Tues., Wed.
A Legionnaire Drama Broadcast for
CROFT'S STORES

4... "The Battle of the Sexes"
8 p.m. to 8.30 p.m. Tuesdays
A Team Quiz in 3UZ's Radio Theatre
Before an Audience of 150.
IN ITS 3rd YEAR!

Broadcast for
MANTONS DEPARTMENT STORE

3UZ

Melbourne's Most Progressive Station

**5 LARGEST DEPARTMENT STORES and
OVER 50 RETAILERS USE 4BH
YEAR IN AND YEAR OUT**

MR. ADVERTISER: The local merchants are the best judges of the pulling power of a radio station. They back up their knowledge with contracts.

A CHANDLER

Sydney:
CHANDLER'S BROADCASTING
SERVICE
Australia House,
Carrington Street, Sydney

4BH STATION

Melbourne:
MACQUARIE BROADCASTING
SERVICES PTY. LTD.
37 Queen Street, Melbourne.

QUEENSLANDERS FAVOUR THEIR OWN QUEENSLAND-OWNED STATION

OF COURSE YOU'VE HEARD

Figures up 50 per cent.

As proof that the smaller retail store can achieve satisfying results by using radio even in a modest way, 2GB has received a letter of appreciation from a Sydney store carrying toys.

Over the Xmas period they booked 13 announcements.

"You may be pleased to know," states the letter, "that the results have been excellent. We cut out all our other Xmas advertising this year, but our figures have been almost 50 per cent. greater than last year. Figures increased from the day following our first announcement."

Ambulance for Army

Over 3,000 people in Bendigo witnessed the presentation of an Ambulance and Field Dressing Station to the Army from the 3BO Women's Club recently. This was the culmination of nine weeks of intensive effort by the 7,000 members of the 3BO Women's Club. The aim at the outset was to raise £500 but in nine weeks this amount was exceeded by £122/5/-, and a cheque for £622/5/9 provided the addition of Field Dressing Equipment. "Claire" Robertson, organiser of the Club, performed the official handing-over ceremony and the keys were duly handed to Major General G. J. Rankin, D.S.O., V.D., on behalf of the Army. He was supported by F. J. Alderson and Major N. E. Jeffrey of Army Headquarters. "Claire" said that with the Ambulance would go the prayers of all those who worked and gave so generously for its purchase. Woollen garments knitted by members of the Club now numbered thousands and the sick soldiers auxiliary was providing comforts for troops in hospital and local camps.

Prominent among the officials were the Manager of 3BO (Mr. H. B. Wilson) and Miss Isabel Poulston who presented the Mayoress (Mrs. G. Pethard, Mrs. Staples and Miss Robertson with bouquets), Lieut. Col. J. W. Blanche; Col. W. E. James; Major W. J. Dickens; Major H. Bush; Capt. O. Flight; Lieut. G. Edmonson and Capt. A. S. Hayson, who was in command of the "guard of honour." Mr. T. Spencer,

assistant manager of the Broadcasting Dept. of Amalgamated Wireless A'sia Ltd., represented the general manager of A.W.A.

Captain Bothwell was assisted by members of 3BO announcing staff in the broadcast of proceedings.



Novel Breakfast Session Competition

A novel competition for a breakfast program is that inaugurated by 3XY Melbourne for their new breakfast time set-up. Listeners are asked to submit to the station what in their opinion is the best buy in Melbourne, together with a docket showing details of purchase. The best bargain thus revealed is broadcast together with details as to where it is obtainable.

Picture shows official presentation ceremony when 3BO Women's Club handed over field dressing station to the Army.

Galaxy of Stars for New Year's Eve

Sponsored by the makers of "MacKenzie's Aspirin," the 3AW "New Year's Eve Party" was on the air from 10.30 p.m. until 1.30 a.m. The show offered name value estimated to be well over the £1,000 mark. Outstanding among the many guest artists were Miss Marie Ney and Mr. Hal Thompson, who are at present co-starring in Noel Coward's "Private Lives" at The Comedy Theatre; Miss Elsa Stening, principal boy in the pantomime "The Sleeping Beauty"; Miss Ailsa Green, Edgley and Dawe, world-famous comedians recently returned to this country; the Great Levante, internationally celebrated magician, now showing at the King's Theatre; Ade Duval, magician top-bill-

ing at the Tivoli Theatre; and Isador Goodman, musical star of the 1941 Pepsodent show, "Sunday Night at Eight."

Compered by popular 3AW announcing star, Terry Dear, the broadcast featured also staff personalities, several local juvenile stars, who were taken to Sydney to appear in the Colgate-Palmolive "Youth Show"; baritone Ormonde Douglas, singing star of "Sunday Night at Eight"; and a "Mystery Vocalist," discovered by the station's production manager, Kenrick Hudson.

The program was conducted along informal lines, commercial credits being short and breezy and worded in a manner in keeping with the light-hearted gaiety of the occasion—and proved a perfect finish to what Director George Sutherland announced in a short speech as having been "the station's most successful year to date!"

Mr. Sutherland, in his speech, which was delivered shortly before midnight, thanked listeners, advertisers and members of the station staff, to whom he extended the good wishes of the station's board of directors for the coming year. He was supported by 3AW's manager, John Taylor.

Impossible to Cope with Sales

Scotts Provision Stores, of Darling Street, Balmain, report highly satisfactory results on 2CH Sydney, using 25-word announcements in the early morning session. Writing to the station this firm advised that after 13 weeks advertising at 8.30 a.m. it was found impossible to cope with further sales of their ham, beef, and other products which were embraced in their advertisements.

At New Year Revel



Sponsored by Suttons Pty. Ltd. and Radiotron Valves, the 2CH New Year's Eve Revel, held at the King's Theatre, Lindfield, drew a big crowd and enabled listeners and the theatre audience to welcome the New Year in fitting style. All the 2CH personalities and many well-known radio personalities appeared, including Magda Neeld, Will Perryman, Con Moreni and Dolly Varni, and the Tivoli act, the Three Arthrillos, and the entertainment went over in grand style. The Revel extended from 11.15 p.m. to 12.15 a.m. Proceeds will be devoted to the Lindfield Roseville Defence Corps.

THE RIGHT SITE Field Strength Shown by Survey

Nothing is more important to a broadcasting station than to be located at the most suitable site. In this connection the Newcastle Broadcasting Co. has set a useful example with 2KO.

A year ago when it was decided to install a complete new transmitting equipment, the 2KO management requested Amalgamated Wireless to make a survey of the field strength of the old station to determine whether it was as effective as possible. That was done and the tests showed that the site of the 2KO transmitter at Sandgate had been well chosen and should be retained.

The new transmitting equipment and a complete new radiating system was accordingly installed and have now been in use for several months. A further check was made this month by A.W.A. engineers using the latest type of field intensity measuring instruments. This survey revealed that reception was very satisfactory for a wide radius, and that the signal strength is the maximum that could be obtained.

Full use of the radiated power of 2KO is assured by employing a transmitter capable of 100 per cent modulation, in conjunction with a high quality limiting amplifier. This combination of equipment transmits with true fidelity the full dynamic range of all musical tones, with an absence of noise and distortion.



Red Cross Funds Drive

Representatives of the Red Cross and 2CH and several well-known theatrical personalities in the foyer of 2CH Sydney at the recent Major Network appeal for Red Cross Funds.

PEPSODENT BOOK FOR 1941 RADIO

Advice has been received from the Pepsodent Co. (Aust.) Pty. Ltd. that their 1941 radio allocation has been set up and that stations have already been selected to carry their radio campaign.

Stations 2GB in New South Wales, 3DB-3LK in Victoria, 4BK in Queensland, and 5AD-5PI-5MU and 5SE in South Australia are listed as the stations for the Pepsodent program for 1941. Details as to times, dates and program matter not having yet been finalised. Agency, Samson Clark, Price-Berry are handling the account.

New Suburban Appeal Program

Planning a direct appeal to Melbourne suburban audiences 3XY is to present a series of daily programs entitled "Suburbia," commencing January 27. Idea behind the program which will take the air at 1.30 p.m. and continue for one hour is to promote local interest in the affairs of the residential districts with the motto, "Shop in Your Own District." The program is to be handled by Michael Miles, who will contact leading citizens and organisations in each district and broadcast the facts of the various district activities in the program devoted to that particular area.

ADVERTISERS

SET GREAT STORE
BY THE RESULTS OBTAINED FROM
2SM SELLING CAMPAIGNS

Successful retail store merchandising is the unfailing experience of many of Sydney's most progressive retailers who have proved that

2SM
—SELLS MORE

PROOF?

Here is a dozen—

	Since
BON MARCHE	(Mar., 1938)
BEARE & LEY	(Oct., 1939)
DERRIN BROS.	(Aug., 1938)
EDMENTS	(April, 1940)
E. G. GLASS & CO.	(Feb., 1933)
GOWING BROS.	(Aug., 1939)
THE HUB	(Dec., 1939)
MURDOCHS LTD.	(June, 1939)
MORAN & CATO	(July, 1933)
W. H. PALING LTD.	(Ap., 1939)
W. A. PENNY LTD.	(Oct., 1939)
WINNS PTY. LTD.	(July, 1938)



Mainland Reps.: A. L. FINN, Sydney, BW 6251.
HUGH ANDERSON, Melbourne, Cent. 4366.

INDUSTRY IS BOOMING IN TASMANIA

Sell your product on this prosperous market with a sponsored session over

7HT

THE TASMANIAN STATION

Ways Ltd.

The old established firm of Ways Ltd., of Pitt Street, Sydney, are using radio with considerable success, their main activity in broadcast advertising centring on a 2UW special audience participation show midday Thursdays.

On discussion with the production department of Station 2UW, Ways directors, after hearing an audition, decided to sponsor the novelty audience participation show, "Double or Quits," a general knowledge in which members of the audience were invited to pit their knowledge against general knowledge questions asked them, by the compere. On the opening of the show, the compere puts a question to the audience, a gong is sounded, and the first person who indicates that they know the answer to the question by raising a hand in the air, answers it through a "wandering microphone" in the audience. If correct he or she is invited to come to the main microphone. The first question answered is valued at 2/-, and if the competitor decides to play "double or quits," the second question is automatically valued at 4/-, the third 8/-, the fourth 16/-, and so on. An extra inducement is offered for the audience to "play" by the presentation of a pair of "Golden Glamour" hose to any person who breaks down after successfully answering the third question. As its name "Double or Quits" implies, successful answers bring rich

TWO LEADING STORES EACH USING AUDIENCE PARTICIPATION QUIZ SHOWS



cash prizes. Needless to say, the packed audience becomes very enthusiastic as numbers of competitors have won up to £3/4/- in cash when deciding to "quit" as they can do at any stage of the game. If a competitor, on winning a cash prize, has in her possession a sales docket from Ways Ltd., he or she is given in addition, an open cash order on the firm to the amount they have won in cash. The highest prize winner to date was a lady who won in cash £6/8/-, and was presented, on the production of a docket, with an order for the same amount, making her winnings for the morning a grand total of £12/16/-. The presentation is held at the State Assembly, State Shopping Block, 49 Market Street, Sydney, and, for many months now, the seating capacity of the hall (450) has been severely taxed for each performance. The show starts at 11.30 a.m. sharp with "Tut" Coltman and his Melody Boys, Cec. Scott, and comedian Reggie Quartly, with 30 minutes of community singing which is not broadcast. Sharp at 12 noon, a commercial announcement is made and the compere, Vernon Lisle, takes over the mike and the "quiz" and "Double or Quits" takes the air. Commercials are put over just prior to the "quiz," again

A BARGAIN FOR SOMEONE!

Presto Jnr. Recording Outfit. Amplifier—Table and Motor—Cutting Head and Playback Pick-up. (78 r.p.m. Outside). Also T.3 Crystal Mike—Cutting Sapphire. Perfect working condition. \$55 complete. Write W. G. EXTON, c/o 4AY, Ayr.

at 12.15, the half-way mark, and at the close of the session at 12.30 p.m.

The directors of Ways Ltd. have registered great satisfaction with the wonderful public response to this novelty show, and also with the results won as a merchandising vehicle for their store.

Invitations are issued in advance by Ways Ltd. from the charm bar of the store.

Murdochs Ltd.

Murdochs "Musical Moneybox" is another eminently successful audience participation show put out by Station 2UW on behalf of the sponsors, Murdochs Ltd., of Park Street, Sydney.

The show first took the air on October 26, 1939, at the State Assembly, State Shopping Block, Market Street, which has a seating capacity of 450.

This session is of the "jackpot" type, arranged as follows: A long list of songs, mostly popular, some old, others not so old and some right up to the present day, is compiled—each song being given a definite cash value to start off with. The comperes of the show, Cecil Scott and Reggie Quartly, with the list, mix amongst the audience carrying a "wandering mike." They choose a number from the list and then endeavour to choose a member of the audience who might know the song well enough to sing it. Having done this, the compere calls out the number of the song to the pianist, Mr. C. Arnold, who immediately commences the introduction—the compere then sings the

(Continued opposite page.)

Big Adelaide Store Uses Radio to Support Press Pages

"The Advertiser" Network in Adelaide arranged an extensive campaign early last year with Adelaide's largest retail store, John Martin & Co. Ltd., to support full-page advertisements inserted in Adelaide newspapers.

The program embodied a flesh and blood musical show with a dance band in a specially constructed glass studio in Martin's Dining Hall. The seating capacity of the Dining Hall is about 750, and arrangements were made for personal appearances at these productions of all well known visiting artistes. One outstanding feature in this connection was an 18 piece girl band known as the Hollywood Redheads. Roy Fox and his band were also featured during matinee programs.

Four commercial credits per hour were broadcast each afternoon from the studio during intervals in the live artist relay from the Martin's Dining Hall. These commercial credits undertook direct merchandising for one department only per day. Up to a point it was difficult to check the cash values

of the campaign apart from goodwill, because a big Department Store reckons on selling a big percentage of its goods by counter appeal. The network insisted, however, on making one check up of merchandise not prominently displayed. Some of 50 gold watches were placed in an inconspicuous place in the store, while John Martin's commercial credits for that day were used solely to attract attention to these articles. The entire stock of watches was sold.

Palmer's Radio Readings

(Continued from page 15.)

whenever possible, read stories by Australian authors. He has for example read all of the works of F. J. Thwaites. These readings have resulted in greatly popularising many of the books by Australian authors. It is reported that the N.S.W. Bookstall Co. recently sold 3,000 copies of a book which had been read on the air for Palmer's. Further evidence of listener interest is shown in the action of many libraries throughout Sydney in always telephoning the station in advance to discover what Meredith's "next" novel will be so that they can stock up in anticipation of the increased demand.

Palmer's do not leave the whole burden of their radio advertising pull to the interest alone of listeners to the serials. In June last the firm gave away £200 worth of diamonds in connection with a competition conducted in conjunction with the reading of the serial story. During the recent Xmas season they gave away £150 worth of cooked hams to serial listeners through another competition for serial listeners.

Forthcoming Special Issues of COMMERCIAL BROADCASTING

Special Issue on —	Copy Closes	Issue Out
"Daytime"	Jan. 24	Jan. 30
"Licence Figures"	Feb. 7	Feb. 13
"Transcriptions"	Feb. 21	Feb. 27
"Equipment"	Mar. 7	Mar. 13

Take advantage of the "new deal" and sell your station to the Australian advertising field in these special issues.

Murdoch's Musical Moneybox

(Continued from opposite page.)

first few bars by way of assistance to the competitor. If that person is successful in singing it correctly right through, they are presented with the cash value set upon the song—if they are in possession of a current cash docket issued from Murdochs, that person is paid the amount of the cash prize again. On the other hand, if the song is not known by the person chosen to sing it, the amount jackpots in value and is held over for the following show. The last number of the night's entertainment is permanently styled "Number 99"—it carries the cash value of one War Savings Certificate—this also jackpots until it is sung correctly by any chosen member of the audience.

The show is very fast and humorous. as the fun is kept merrily swinging along by "Reckless Reggie," the pocket edition comedian.

The show commences at 9.15 p.m. every Thursday night with community singing, assisted by numerous sketches and gags by Cec. and Reggie. This section is not broadcast, but sharp at 9.40 p.m. Murdochs Musical Moneybox takes the air and carries on until 10.10 p.m.

So successful has this novelty presentation as an instrument of merchandising value become that the sponsors, Murdochs Ltd., found it necessary to issue from their store, invitations in advance until, at one stage, invitations were issued weeks and months ahead of the show.

ALONE WE DID IT!

—£5395

was raised
for Charity
on Xmas Day
in
12 HOURS

An achievement to be proud of
— an audience to be prouder
of.

The greatest one-day charity
drive in the history of Aus-
tralian radio — and ONE
station did it.



WITH MALICE TOWARDS NONE

By Valerie Chick

News of the week: Miss Goodie Reeve has resigned from Station 2GB. Miss Reeve has been with 2GB for many years as conductress of several women's sessions, and as "Aunty Goodie" to the tiny tots. At this moment of writing it is not known what will be Miss Reeve's future activities. Miss Isobel Young takes over the dual job of women's morning sessions and children session from this station in the near future.

The beautiful Mrs. John Sherwood (daughter of Jack Lumsdaine) is the new "Isobel" in Murdoch's sessions. These sessions were formerly conducted by Miss Isobel Young. John Sherwood is the well-known actor and announcer.

Mr. Peter Fynemore (William Holland Ltd., mfrs. of Viyella) is receiving congratulations. A son—Phillip Anthony—was born on January 7.

VACATIONING—Three members of the Goldberg (Sydney) staff will down tools this week. Albert Russell (radio division) has chosen "Goodnight Island" (Victoria) for his spell. Gwen Blyth, also of the radio section, is making for the Northern Rivers, and Pat Smith, secretary to Mr. Goldberg, will make Melbourne her holiday headquarters.

Cliff McKay, of the Paton Advertising (Sydney), is off to the mountains with family for a well-earned rest.

Our sympathy to Dick Fair, whose throat is still causing him a lot of bother. When a man's voice is his work, it's tough luck to have something happen to it.

War and Advertising.—Mr. Frank Goldberg (Goldberg's, Sydney) has this week issued an interesting pamphlet outlining the lessons to be learned from what happened to some American companies who stopped advertising during the last war. It opens with a warning given by Walter H. Gebhart, sales manager of the industrial division of Henry Disston and Sons, Inc. (Philadelphia), to all advertisers, and of current and special interest to the heavy industries which already have begun to shoulder America's defence problem. "We are standing to-day at the cross-roads. . . . In this emergency advertising faces its greatest challenge. Companies that fail to meet this emergency may perish," says Mr. Gebhart. The pamphlet continues: "To prove his point Gebhart cited the results of a survey of industrial companies' advertising experience in the World War. In almost every instance where a company ceased advertising because of its preoccupation with war orders, it LOST the position it had held prior to the war." They stopped advertising. They had too much business. What happened? This Goldberg pamphlet supplies the answer.

Radio program-title-charades — An idea created by the John Stevensons on Sunday last when friends of this clever couple were invited to sample Iris's spaghetti! The idea, of course, is to "act" the title of a radio program in one or two parts. Vernon Lisle had everybody guessing by holding flowers in one hand and a bottle of — in the other.

It was a case of "giving in." "Boos and Bouquets" was the title. Just imagine being caught by such a simple one!

Have heard much favourable comment on the 2GB full-page ads. which are appearing in "C.B." These ads. are particularly impressive, with their striking black and neon effect, simplicity and economy of words. Norman Johnson, 2GB's publicity expert, is the man behind the gun.

Correction—Recently in this column it was stated that Captain Frank Lawrie was associated with 3KZ (Melbourne). Our apologies. It should have read 3XY.

Mr. Noel Griffiths, advertising manager of the Rural Bank, has been appointed honorary publicity officer of the Australian Comforts Fund. Mr. Griffiths has had considerable publicity experience, apart from his official calling, having acted as secretary of the "Eat More Fruit" campaign, and publicity officer of the War Veterans' Home and the Bush Fires Advisory Committee. His broadcasting experience includes a number of engagements for the Australian Broadcasting Commission.

The Rural Bank itself is a great user of radio advertising and is responsible for some most interesting programs on many stations in N.S.W.

Donald Day is Beville's "Personality"



Beville's Gift Store of Sydney is another retailer which has received very wonderful sales results from the use of the broadcast medium. Donald Day, former well known Victorian radio announcer, is now this firm's specialised radio "personality" in Sydney. On 2UE to packed houses each Tuesday night at the Assembly Hall he leads the highly popular "Quick Quiz" and community concert (broadcast by 2UE 8-9 p.m.).

Day, who is here seen examining one day's "fan mail" at 2UE, also conducts the Sunday morning "Home Community Concert" (10.30-11.30 a.m.) from the radiatorium. He also conducts the 2UE daily children's session and the hour children's session from the radiatorium on Friday evenings.

USING is Believing!

Of course you COULD find space on your desk for all the rate cards of all commercial broadcasting stations in Australasia, even though they would make the place look a bit untidy and get out of order every time they fell on the floor!

But why should you?

The rate cards of ALL commercial stations are published in a standardised presentation in the "COMMERCIAL BROADCASTING RATE BOOK," in numerical and alphabetical order . . . authorised and checked by the stations themselves.

There are, in addition, many other essential references, some of them entirely new, in the January, 1941, edition of the "RATE BOOK," which will be available at the end of the month.

BOOK YOUR COPY NOW, THE EDITION IS LIMITED TO 1,000 COPIES.

FEATURED CONTENTS:

Introduction.
 Australian Commercial Stations.
 Stations Location Map (Aust.).
 Station Reps.
 1941-1942 Calendar.
 Standards of Broadcast Practice.
 Federation Accreditation List.
 NEW SOUTH WALES STATIONS' RATES.
 VICTORIAN " "
 QUEENSLAND " "
 SOUTH AUSTRALIAN " "
 WEST. AUSTRALIAN " "
 TASMANIAN " "
 NEW ZEALAND " "
 FIJI " "
 Networks.
 Quarterly Licence Figures.
 Etc., Etc.

Five Shillings per copy
 Ten Shillings per year

"Worth Five Pounds per copy," said a prominent national advertiser.

Published by Australian Radio Publications, Pty. Ltd., Box 3765, G.P.O., Sydney.

"The Ideal Program Is Waiting—"

And you, as a wide-awake advertiser, must appreciate the fact that the station that can contrive and present such eminently successful radio shows as—

TYES RADIO REVUE
 CROFTS RADIO REVELS
 PAULS FAMILY
 CORONETS OF ENGLAND

WHAT'S MY NAME?
 DON'T TALK
 THE STARFINDER
 MELBOURNE SPEAKS

—to mention but a few, has the ideal type of radio program prepared

For You"

IT'S

3XY

SYDNEY REPRESENTATIVE

D. N. SCOTT,
 WATSON HOUSE,
 BLIGH ST.

COMMERCIAL BROADCASTING RATE BOOK

"On the table of every efficient time-buyer and advertising agency executive in Australia."

McDowell's Big Users of Airtime Commenced Radio in Small Way Three Years Ago

Commencing with a small allocation on 2CH Sydney over three years ago, McDowell's Ltd. may now be regarded as the largest retail store users of the broadcast medium in Sydney.

McDowell's radio advertising is handled exclusively by Trans-Radio News and Sales Service which has been responsible for the organisation of many successful radio campaigns. A campaign of unique interest was that associated with the celebration of McDowell's Golden Jubilee in 1938, for which 2CH was used as the chief outlet with the sponsorship of the B.A.P. production of "East Lynne" as a jubilee feature, and using 2CH for the broadcast of the official opening of the jubilee celebrations.

McDowell's Ltd. are sponsors of "Fred and Maggie Everybody" on 2CH, having recently renewed a long term contract for the continuation of the presentation of this feature. Their allocation also includes the sponsorship of a special session, "Songs, Service and Savings," Monday to Friday at 8 a.m.

The firm's entry into Australian radio advertising commenced with the purchase of 2CH airtime to broadcast the proceedings of its Metropolitan Coronation Eisteddfod conducted at the store in the evenings. This was followed by a fairly substantial campaign of scatter announcements.

Further expansion into radio was made when 2CH was used for a ten-minute session broadcast each day at 8 a.m., supported by scatters for a special drive. McDowell's decided to take in other stations on this scheme with a view to obtaining still wider radio coverage.

Subsequently 2CH was used further in special evening sessions twice weekly.

The value of radio's influence in special campaigns was demonstrated during the celebration of McDowell's Golden Jubilee for which 2CH was the chief outlet. The managing director of Trans-Radio, Mr. S. A. Maxwell, personally supervised this campaign which was regarded as one of the most outstanding merchandising drives in which radio figured in a major way.

"East Lynne" was chosen because of its setting and background which had the effect of "turning back the clock" to the period when the firm of McDowell's Ltd. had its modest beginnings. An effective tie-up with the session was arranged to coincide with its commencement on 2CH when the two leading characters in the drama, Queenie Ashton and Ronald Morse, drove through the city streets in an old world coach and entered McDowell's. They wore "East Lynne" costumes, thus

directing attention to the fashions of 50 years ago.

A remarkably successful merchandising tie-up with "East Lynne" was the distribution of 50,000 copies of the novel by Mrs. Henry Wood. These were specially printed and tastefully bound and were publicised in all media—in radio, press and in window displays. All carried the autographed photographs of the players in the radio drama and also an announcement of the time of broadcast on 2CH. Thus the book focussed attention on the session which in turn swung attention to the book and to McDowell's Jubilee. The book itself was much sought after by shoppers who secured copies free in exchange for dockets showing purchases of goods to the value of 10/- or more. Many thousands of the books were disposed of in six weeks.

"Fred and Maggie Everybody"

Following this McDowell's Ltd. undertook the sponsorship of "Fred and Maggie Everybody," and their association with this feature has been marked with an advance in prestige and all-round merchandising enterprise. Renewal of the contract over a long term was decided upon late last year, and following that, a survey of listener-interest in the session was undertaken by Trans-Radio. Details were highly illuminating and revealed that after nearly five years of continuous broadcasting 37.8 per cent of listeners tune regularly to this feature.



At McDowell's Jubilee Celebrations in August, 1939. The group includes: Left to right, Messrs. T. Spencer (2CH), Frank McDowell, S. A. Maxwell (Trans-Radio)

Goodlands Grocery Stores Buy Friday Night A.P. Shows

On Thursday evening, January 7, at the studios of 2UW Sydney, 40 branch managers of the Goodlands chain of grocery stores attended a pre-audition of the new radio musical novelty "Musical Housie" to be presented on behalf of their organisation in conjunction with another humorous offering entitled "Gag Busters," during the 2UW audience participation shows now being presented at the Assembly Hall, Margaret Street, every Friday evening from 8 p.m.

Mr. Albert Russell, manager of the radio division of the Goldberg Advertising Agency, who was responsible for the negotiations between Goodlands and the station, addressed the managers, briefly outlining the idea behind the session they were about to hear and explained the working of the musical housie sheet which would be made available to the public at all the firm's stores throughout city and suburbs.

Mr. W. F. McLean, merchandising manager for Goodlands, addressing the managers also, pointed out the great benefit to be derived by the whole-hearted co-operation of the store managers. He explained that prizes of Goodlands "Specials" with Green Coupons as consolation prizes would be presented to the participating members of the audience during the presentation of the session at the Assembly Hall. To complete the merchandising tie-up between the station and the stores, each store would be supplied with special shop and window display stickers drawing attention to the session, the station and the time of broadcast.

N.S.W. Grocery Stores Use One Session Over One Station Nearly Eight Years

An outstanding example of consistent broadcast advertising by a retail store or group of stores is provided by Moran and Cato Pty. Ltd., who are responsible for the presentation of that very famous session on 2SM Sydney, "The Grocer and Madam." There is little need to stress the fact that the session is selling groceries for Moran and Cato "family grocer" shops. Otherwise the same session would not have remained on the same station on a six nights a week schedule for well over seven years.

There are several unique features about "The Grocer and Madam," not the least being the huge total hourage on the air presented by the 2,356 episodes (up to Monday, January 13 last).



The "Grocer and Madam" dressed in character.

Scripts are written by Mr. Bert Gibb, of Aerial Publicity. He gave us the facts concerning this unusual session. He recalled that it commenced on July 10, 1933, so that the session will celebrate its eighth birthday in July this year. The session is 100 per cent. dialogue—dialogue between two artists only, the Grocer (John Dunne) and Madam (Doreen Mackay), and Mr. Gibb attributes much of the success of the show to the very real and brilliant interpretation of these two characters by the 2SM duo.

Moran and Cato had already proved to their satisfaction that broadcast advertising could be made highly profitable when they were approached by Gibb back in 1933. They challenged him to produce a session good enough to attract widespread interest, but economical enough in consideration of the small margin of profit on grocery lines.

The firm contended that a big radio campaign would be quite out of the question. They had previously tested radio using a quarter-hour on five stations for a label saving competition which netted 40,000 labels.

Mr. Gibb went into conference with John Dunne, and it was a chance suggestion by Dunne—"What about me knocking on the door and saying 'Grocer!' that provided the germ of the idea and incidentally the opening stanza of every session that has been written. For over seven and a half years the "Grocer and Madam" have been flirting over the air—Madam ever endeavouring to entrap the Grocer, whose wiles and wit are ever up to the occasion to ensure his "escape" which he always does with a substantial order of the "plugged" grocery lines.

Six grocery products are advertised by being woven into the dialogue each night. The show is broadcast six nights a week at 8.30 p.m., which time has been maintained since its inception. For the first four years it was a quarter-hour, but late in 1937 the time was extended by 50 per cent to 22½ minutes.

Mr. Gibb computed that up to Monday last this serial had occupied 1,026½ hours of broadcast time—that he had used 59,000 sheets of foolscap for the scripts written out in longhand. He had worn out a number of pens on the job.

Moran and Cato believe that as well as being a great direct selling method (as proved by the sales figures for their "radio specials") the greatest value of "The Grocer and Madam" ses-

(Continued page 25, col. 3.)

HOW GOOD IS GOOD?

During 1940, radio station "house" advertising appearing in "COMMERCIAL BROADCASTING" stepped up to considerably higher standards than in any previous year.

Australian ad-agency executives are watching the trend very carefully—to be candid they say—"About time broadcasters woke up to the fact that as they expect to sell advertising so should they be selling their own service on good advertising copy!"

The industry's paper, "COMMERCIAL BROADCASTING," encourages broadcasters to SELL their time in "telling" copy, and assists with editorial support for the progressive units who are making news.

Get among the big-time contracts this year. Make sure that YOUR outfit gets and holds the attention of advertisers by joining the leaders who keep their station always in front of Australian advertising men—YOUR clients, who constitute 80% of the circulation of YOUR trade paper—

"COMMERCIAL BROADCASTING"

Among the Sponsors

Bushell's have renewed their contract for spot announcements on 2UE Sydney for a further 12 months. Hanson Rubensohn, on behalf of their client J. R. Love, have renewed a contract with 2UE for a further 12 months for Kinkara Tea spot announcements; E. Way and Co. will take a series of spot announcements in the breakfast session for a further 12 months; and Carter's Little Liver Pills have renewed their contract with 2UE for a further 12 months for spot announcements.

George Edwards production of the famous classic "Robinson Crusoe" has been signed by Bake-a-Loaf Co. for 3AW Melbourne children's session. Running ten minutes on long-playing 12in. discs, show is spread over 52 episodes, to be aired at the rate of three per week. Following the lead of other 3AW children's session sponsors, Bake-a-Loaf aims to sell the mothers through the children. Campaign hits the air early in February.

New business and renewals at 3AW include: Mackenzie's Aspirin, 3-hour New Year's Eve party; Kiernan and Co., 168 10-

min. daytime; British General Electric, 26 half-hours night; Frederick Stearns, 52 half hours night; Hartley's Sports Store, 260 ad libs women's session; Bake-a-Loaf Co., 52 10-mins. children's session; Brockhoff's Biscuits (renewal), 12 months scatter contract and 104 100-wds.; Phoenix Biscuit Co., 52 half-hours night.

A successful broadcast of the main event at the Caledonian Society's Boxing Day gathering—the "A" Grade Pipe Band Contest—was carried out by Station 4WK and sponsored by Cresswell's Garage, of Warwick. Four excellent bands competed in the event, coming from Toowoomba and Brisbane, as well, of course, as the local pipe band.

The new year opened well for 3HA Hamilton, as, apart from new national advertisers signing up important features, contract negotiations were completed for new advertising from Queenscliff, Adelaide, Naracoorte (S.A.), Camperdown, Colac, Horsham, Warrnambool and nearer western district towns.

MAPLES P. & A. PARADE PRIZE PRESENTATION NIGHT CANDID SHOT



Eddie Balmer (3KZ), M.C.; Mr. W. Grey, manager of 3GL Geelong; Mr. C. Outtrim, of Maples; and Mr. L. Newton, director of Maples.

Continuous Merchandising Surveys

Tamworth station, 2TM, has recently set up a complete merchandising division which is already proving a most valuable asset to the station and of very great value to advertisers using the broadcast medium in this rich northern N.S.W. area.

The new division is under the management of Norman C. Flood.

Over 1,000 miles is travelled each month by Flood to secure accurate reports from every retailer regarding the trading in and merchandising of the various radio advertised products. Points covered in the continuous survey include sales position of the product, and whether there has been any fluctuation in sales; retailers' attitude, towards product; displays, etc., point of sale recall; position of competitive lines and best sellers in the field; distribution; the effect of advertising.

Reports on every advertiser on the

M.B.S. COCKTAIL PARTY

One of the brighter festive season parties held in Melbourne for some time past was the late afternoon party of the Macquarie Broadcasting Services held in the Gold Room of the Hotel Australia, Melbourne, on Monday, December 23.

Among those noticed at this gathering were:—

E. J. Webb, L. J. Mooney (Mooney-Webb), M. Walch (Walch Advertising), J. Teague (Beau Monde), L. Barr (A. W. Allen), T. O'Brien (Dunlop), B. Leahey (Shell), R. Pfeil ("Commercial Broadcasting"), R. Ansell, G. L. Bride (O'Brien Publicity), B. Bellamy (Vacuum Oil Co.), F. Gorham (Gordon and Gotch), G. Sutherland (Allan's), R. L. Montgomery (Edment's), M. Patten (Eno's), J. March (P.M.G.'s Dept.), I. Paton, N. Paton, G. Jackson, K. Doe (Paton Advt.), R. Walker, J. Riddle (Geo. Patterson), J. Rist, J. Barnes (Samson Clark), D. Taylor (J. Walter Thompson), Hamilton Hall (Rickard Advertising), H. Greenfield, J. Goulstone (Catts-Patterson), E. Madder (Vacuum Oil Co.), K. Campbell (K. Campbell Advertising), B. McKay (Successful Advertising), R. C. Hickling, B. Carden, Miss T. Prince (Goldberg Advertising), L. Bromilow (Victorian Railways), N. V. Nixon, S. Hunt, P. Waddell (Nixon Advertising), F. Griffin (Griffin Advertising), C. Mooney (C. Mooney Advertising), V. Cornaga (Dewar's), M. Brewer (MacRobertson's), L. Monea ("Listener-In"), J. Bett, H. Bett ("Radio Times"), W. Sangster (De Witt), A. Laundry (Robur), J. Beveridge (Crea-moata), R. Fitts, N. Dixon (V.B.N.), J. Taylor (3AW), Lionel Newton, Laurie Newton (Maples), J. Wagner (Prestige), J. Saunders (W. Saunders and Son), J. Sexty (Kraft Walker), Miss Austen (Viogen), J. Hendrie (Geo. Patterson), J. O'Hagan (3AW), R. Orr (Claude Mooney), Miss P. Hall (Samson Clark), J. Clemenger (Leyshon Advertising), H. Anderson (Artransa), R. Dooley (Federation), L. Corr Harford (Legionnaire), Mr. and Mrs. Phipps (Miss White 3AW), E. Erickson, L. Turnbull (Pepsodent), Warboys Stevenson (Colgate-Palmolive).

station are compiled, analysed and typed in a specially printed form which when completed is forwarded to the advertiser and his service agent.

One very essential job which this innovation is doing is to discover immediately any weak link in the marketing set-up, before the seeds of possible dissatisfaction on the part of the stockist have germinated.

Shows on the Air

"A WOMAN TELLS."

Sponsor: Rockman's Showrooms. News talk and commentary, 30 minutes. Starting Thursday, January 9, 9-9.30. 3KZ Melbourne.

This session is an unusual one. Brings to the microphone M'selle Armande Radcliffe who arrived in Melbourne from Free France. M'selle Armande has travelled extensively on the Continent, has met Petain, Molotov, Goering and other notables, and has in her travels, assimilated much from the happenings in the war stricken countries. Her flair for colourful description and her fund of reminiscences, as well as her commentaries on current news, should provide 3KZ audiences with much food for thought as well as entertainment.

"FAIRY JINGLE BELL."

Sponsor: Anthony Hordern and Sons Ltd. (Children's Toys, etc.). 2GB Sydney.

For a number of years, Lucille Bruntnell, Australia's own Ruth Draper, and impersonator of A. A. Milne's "Christopher Robin," both on stage and radio, has donned the guise of "Fairy Jingle Bell" each Xmas season to present over 2GB stories about Santa Claus and the latest news from Santaland. In conjunction with this session, Anthony Hordern's sponsor a broadcast description of the arrival of Santa Claus in Sydney. This season the arrival was fixed for Thursday, November 19, at 12.30 p.m. It was re-broadcast the same evening immediately after "Fairy Jingle Bell's" session. Lucille Bruntnell writes all her own scripts and is assisted in her presentation by talented children.

"IN SEARCH OF BEAUTY."

Sponsor: Bell's Products (Cosmetics). Beauty Hints, five minutes, Tues. and Thurs., 12.55 p.m. 2GB Sydney.

A beauty session presented by Miss Susan Bell and Arundel Nixon. The King of the Cads brings all his cynical wit to bear on the age old problem of how to be beautiful. Apart from that, Susan Bell chats pleasantly and instructively on the use of cosmetics and answers beauty problems submitted by listeners. Broadcast in "the Cads'" own midday session, it has a ready-made audience of womenfolk.

"THE PLAINSMEN."

Adventure serial. Quarter-hour Monday, Tues., Wed., Thurs., 6.20 p.m. 3UZ Melbourne.

All the excitement and thrills of the old cowboy and Indian stories are contained in this radio saga of the adventures of the early American pioneers and their trek across the American Continent. Over three weeks was spent in research to give an accurate, vivid and authentic picture. In the course of the research many Indian reservations were visited to find out the Indians' customs and methods of living, old-time frontier characters were interviewed to gain further knowledge on the living conditions of the pioneers, and the official American Army records were studied to form an authentic basis for the many situations in the serial. Said to be the first and only authentic "Wild Indian" story ever adapted for the air, "The Plainsmen" is full of exciting and hair-raising adventures, to say nothing of tragedy and romance. It was written by Alan Wilson, and produced by Van C. Newkirk for the American firm of R. U. McIntosh and Associates Inc.

Film stars Bill Cody and Bill Cody, junr., are featured in the leading roles.

"TONGUE TWISTER JACKPOTS."

Sponsor: Nestle's Coffee and Milk. Thursday, 9.45 to 10 p.m. 2GB Sydney.

Agency: Goldberg's Advertising Pty. Ltd. Nestle's, sponsors of 2GB Thursday night jackpot session have brought back "Tongue

Twister Jackpots," in answer to hundreds of requests for the return of one of the merriest of all the Jack Davey jackpot sessions. Judging by the merriment of the audience, the sponsors have been justified in their faith in this show's continued popularity. Each week prizes of 5/- each are offered for the four best tongue twisters submitted, and there are the usual broadcasting fees. Jack Davey comperes and the Rhythm Boys provide the opening and closing musical theme.

"THE MAN WHO BRINGS THE SUNSHINE"

Sponsor: Sunshine Bread Company. Tuesday, Wednesday, Thursday, 9 a.m. Featuring Ron Williams. 2CH, Sydney.

"The Man Who Brings the Sunshine," featuring the well-known radio singer, Ron Williams is now a regular attraction every Tuesday, Wednesday and Thursday at 9 a.m. on 2CH Sydney. The session is in support of a campaign for this firm's Sunshine Bread which is "sliced for your convenience and wrapped for your protection."

As the Man who brings the Sunshine, Ron Williams provides excellent tie-up with the product for the theme music for the opening and close of the session is the tuneful "Man Who Brings the Sunshine to Me" sung in rollicking style by this popular singer who presents a special selection of songs in which listeners' own request numbers will be specially featured.

Charles Stanley, 2CH Good-Morning Man, comperes the show.

Such singers as Paul Robeson, John Charles Thomas, Allan Jones and Lawrence Tibbett are well in the picture.

"THE TOAST IS ENGLAND."

Sponsor: B.G.E. Pty. Ltd. Saturdays: 8.30 to 9 p.m. 2GB Sydney.

Produced by Macquarie, written and presented by E. Mason-Wood, "The Toast is England," is a program which could not be more appropriate than it is to-day. It is presented by B.G.E. by a gesture of national inspiration, free of any obtrusive commercialism.

Mr. E. Mason-Wood, who writes the script, is also the narrator in the presentation. Actor, author, E. Mason-Wood was also a soldier in the last war, who served with distinction. He was twice decorated by the King. He knows his England, and his England's history, and he weaves it into an inspiring narrative of verse and prose that should appeal to every Britisher.

Mr. Perc. Campbell, 2GB's program manager, who handles the controls in the production of the feature, wholeheartedly co-operates with Mason-Wood in the selection of the musical ensembles.

"SONG OF YOUR LIFE."

Sustaining. Daily, 10.45 a.m. Featuring Dom. Harnett, John Rix, Margaret Carr. 2SM Sydney.

Listeners are asked to send in details of a song which has meant something in their lives, and the story surrounding the song, its associations, etc. From letters received three are selected for each session, and the writers interviewed in the session at the microphone. Their songs are then sung by the two feature artists on the program—John Rix and Margaret Carr, with Betty Smith at the piano. Dom Harnett who comperes, says that it appears that in most people's lives there is a song which they will always remember—it is really their song.

Show forms one unit of Dom Harnett's new daily one hour from 10-11 a.m.

INTERSTATE REPS. WANTED

Interstate representatives and correspondents are wanted by Australian Radio Publications in Brisbane, Adelaide and Perth, to supply news of the radio and broadcasting industries for RADIO & ELECTRICAL RETAILER and COMMERCIAL BROADCASTING.

This is a part-time proposition. Applicants are asked to indicate their present employment and their knowledge of the trade, to the Managing Director, Australian Radio Publications, Box 3765, G.P.O., Sydney.

Grocery Firm on a Winner

(Continued from page 23.)

sion is in building goodwill. Almost invariably when their salesmen call upon a new householder they are greeted with some reference to the broadcasts—the first friendly contact has already been made. The firm which has over 70 branches in New South Wales, many more in Victoria, and some in Tasmania, depends almost exclusively on their radio advertising in this State.

CHANGE OF ADDRESS.

J. Malone Advertising has moved from 305 Pitt Street, Sydney to Banking house, 228 Pitt Street.

AUDEX

THE IMPROVED RECORDING DISC

AMALGAMATED WIRELESS (A'SIA) LIMITED

47 YORK STREET SYDNEY 167 QUEEN STREET MELBOURNE

289 QUEEN STREET BRISBANE A.W.A. WELLINGTON, N.Z.

and the

"ADVERTISER" BROADCASTING NETWORK, ADELAIDE

Let us all look forward to a Victorious Busy New year

Planning ahead with justifiable confidence in Australia's progress, business men are renewing their sales campaigns to embrace the vital primary-producing districts of Australia. In Victoria, the widespread coverage of the V.B.N. units offers a simple, effective medium of reaching these prosperous audiences at minimum cost. Let us prove this—

Victorian Broadcasting Network

HEAD OFFICE: 239 COLLINS STREET, MELBOURNE.

'PHONE, MX 4731.

SYDNEY: MACQUARIE BROADCASTING SERVICES, 29 BLIGH ST. 'PHONE, B7887.

3HA

WESTERN VICTORIA

3TR

GIPPSLAND

3SH

NORTHERN VICTORIA

LISTENER GOODWILL AND STORE TRAFFIC CREATED BY TWO TYPES OF RADIO ENTERTAINMENT

The management of 2GB Sydney, which over the past nine years has helped to pioneer the field of retail store radio advertising, is more and more convinced that to-day a retail store must consider radio as an essential part in any advertising campaign.

It is believed that the problem of retail store advertising is fundamentally one of selling the personality of the store—that is of institutional advertising. Radio advertising, perhaps the most personal of all mediums, starts where the printed advertisement leaves off.

Radio can build up a personality, it can make it real by means of the spoken word; it can link a certain type of entertainment with the name of a store. It can even introduce to listeners the very people who will look after their interests as customers when they visit the store.

It is a fact too, that women, who are more susceptible to the spoken, than to the written word, practically control the budget of a family. How frequently does one hear a woman remark: "I don't like Blanks. I never shop there." On the other hand, all things being equal, the women folk shop at the store, whose personality they like.

The real problem therefore of retail store advertising is not the selling of any particular line or lines, but to sell the store's personality, that indefinable quality which comprises service, courtesy, honesty, etc. Stunts such as special bargains, can play their part, but over a period of years the friendly contact made possible between customer and shop by the use of radio will bring far greater results than any stunt selling.

A classic example of selling a store's personality is provided by the association of Winns Ltd. with 2GB. Adopting the slogan of The Five Big Friendly Stores, Winns have, over a period of nine years, been able to make that slogan a reality, with the aid of carefully selected radio programs. Friendliness has been the keynote of a long list of programs associated with the name of Winns. Typical of them has been "Friendly Relations," "Those Happy Gilmans," "McCoy Mendel Agency," "The Adventures of Luigi," "Lady of Millions," and above all "Frank and Archie."

Of recent months Winns have been concentrating more and more on day-time programs, and their new contract



for 1941, which marks their ninth continuous year on the air with 2GB provides for only two night sessions with at least four day-time sessions, designed to appeal directly to the womenfolk. For their night session, Winns continue to use "Frank and Archie." For their afternoon tea-time session they are following "True Stories" by "Leaves from the other Woman's Diary," and a further dramatic series with direct appeal to women is being considered to follow this current program.

Another step taken by Winns to establish friendly relations between listeners and the store, was in the introduction of the store's hostess, Miss Grace Saville to all their sessions on 2GB.

In 1940 Winns made an innovation in store broadcasting. Each Friday night they invited the customers to visit their Oxford Street Cafe to witness a special broadcast performance, compered by Jack Davey. Taking the form of a bright radio revue entitled "Mirthquake," this show never failed to attract many people to Winns, who were able to do their shopping up to 8.30 p.m., and then sojourn to the cafe for an hour and a half's entertainment.

Although the Mirthquake series has concluded, there is no doubt of the success of the experiment, providing a wide scope for the combination of audience participation entertainment with radio.



Pictures on this page.. Top: Jack Davey and his band of merrymakers at Winn's "Mirthquake" series of 2GB broadcasts.

Below: At left: Hilda Scurr, Jack Davey, Grace Saville, Lou Vernon and Jack Appleton in a broadcast from Winn's Cafe when a special Tuesday night session of "Friendly Relations" was presented as part of Winn's weekly 2GB schedule.

Grace Bros. Ltd.

Grace Bros. is another firm which has used 2GB consistently since 1932. One of their most outstanding programs was the broadcast of the complete Gilbert and Sullivan operas. More recently they have been associated in their programs with the name of Ellis Price, and his broadcasts have created that friendly informal atmosphere which has given personality to their session.

On 2GB Ellis Price has broadcast on their behalf, "Chasing Your Troubles Away." In October of last year this feature was transferred from the Tuesday night program to day-time and in place of one quarter-hour Grace Bros., extended to four quarter hours per week. At the time of the transfer, they stated that a test was made of the pulling power of day-time advertising. Commercial announcements in the 2GB session were devoted to publicising a special frock-making bargain. Grace Bros. offered to make a house dress for 2/- provided that a specified line of material was purchased in the store.

The result was overwhelming in the quantity of frocks sold. The question of day-time pulling power was answered.

(Continued opposite page.)

More Stores Successfully Using Radio

(Continued from opposite page.)

Anthony Horderns

Another interesting store tie-up was demonstrated by the success of Anthony Hordern's children's party, following arrangements for this show to be broadcast each Saturday morning over 2GB. From an attendance of 400 children, it leapt to capacity houses of well over 1,000 children weekly. In addition to this broadcast Anthony Hordern's have used 2GB for departmental features, in to which various personalities of the store are introduced. Typical of these is "Hints for Home Gardeners" broadcast every Saturday morning by Mr. Albert Evans. By means of his radio session, Mr. Evans is able to deal en masse with those problems of his customers, which would take up considerable time if dealt with individually.

Long known as a men's store, Murdoch's (through Paton Advertising), recently introduced a women's department. From their long use of radio they were satisfied to establish this department, by the use of radio.

McDowell's Ltd.

Still another departmental store to have used 2GB as part of their successful merchandising plan is McDowell's Ltd., whose advertising is handled by Trans-Radio Advertising and Program Service. Their quarter-hour sessions five mornings a week, in which they feature "Hymns of All Churches," were augmented over the Xmas season by a series of 15 quarter-hour broadcasts of "The Life of Santa Claus," which was tied in with their toy department. The story in book form from which the radio adaptation was made was available at the price of 2/11 with a satisfying volume of sales.

Millards

Since 1932 Millards have been using 2GB, and as a tribute to the success of their broadcasting it can safely be said that there are few people in Sydney who do not know their slogan—"The Store for Men and Young Men," or who do not associate their theme music, "Kiss Me Again," with the name of Millards.

S. E. Chatterton

Currently S. E. Chatterton Pty. Ltd. are publicising their credit system of purchasing by means of the 2GB day-time feature, "Downstairs with Arundel Nixon." Capitalising on the popularity amongst womenfolk of this versatile artist, they are incorporating in their session one of his grand comedy features—"The Verse of the People."

Mick Simmons

A list of long-established retail stores using 2GB is not complete without the name of Mick Simmons Pty. Ltd., they present over 2GB Oscar Lawson's "March Past of the Bands" and his "Snapshots of Sport," every Thurs-

day night, the last-minute fishing bulletin on Friday night and final sporting resume on Saturday nights.

In conclusion, with an increase of 40 to 50 per cent in retail store advertising during 1940, 2GB claims that radio is to-day an essential part of a store's advertising appropriation, and one which, with the development of day-time features, will occupy an ever-growing place in the future of radio.

MUST MAINTAIN AUSTRALIAN-MADE

In a weekly publicity letter circulated by 4GR Toowoomba during December, some interesting thoughts are put forward on the necessity for the Australian manufacturer to maintain and, if necessary, expand his advertising expenditure:—

"When the whole of the world is engaged in a war for existence, now is the time for all Australian manufacturers to put their best step forward to secure a steady market for their goods, a market that, provided the goods are up to standard, should be maintained after the war. As has always been the case after a war, the whole of Australia will be flooded with goods of foreign manufacture, and these goods with gigantic advertising campaigns, would very soon usurp the place held by the Australian article during the currency of the war.

"The war is a tragedy, but from evil often comes good, and at the end of this war, Australian goods should be able to hold their own against the foreign lines, and by so doing create employment for our returned fighters. It is essential, therefore, that every manufacturer at this time give deep consideration to the advertising of his wares and thus create in the people of Australia the desire to purchase Australian-made goods.

"It is fairly safe to assume that the end of the present conflict will see emigration at its highest level, and it will be surprising if the population of the Commonwealth is not almost doubled within a very few years.

"The proximity of England to the Continent of Europe, which has ever been the hotbed of conflict, has been brought home to all, and it is almost certain that a large number of major English manufacturing companies will turn their attention to Australia as the site of their activities, for here in Australia production can be carried on despite wars, as the very isolation of the country makes it safe from wholesale attack. The lines of communication that would have to be maintained by an enemy would make the taking and the holding of the country a most difficult task, and therefore it is obvious that the production in the inland area could be carried on even if the foe were at our front door. These are the reasons we stress the importance of fostering local trade at this time, so that those manufacturers who are in on the ground floor may reap the benefit of the post-war trade.

"To implant firmly in the people's mind the desire and the necessity to purchase Australian-made goods, no better medium could be found than the broadcasting stations which are situated in every important centre of the Commonwealth."

UPWARD TREND IN RETAIL AND DEPARTMENT STORES

A steady upward trend in department store and retail store advertising shown on 2CH Sydney during the last three years, with the extensive use of airtime for big city firms, was carried still further towards the close of last year with the block booking by Coo-ee Clothing Ltd. of four hours for the presentation of dance music every Saturday night.

There has been considerable evidence since this broadcast commenced that it has provided highly acceptable fare for listeners, while additional interest has been created by the Saturday night dances held in conjunction with the program in the basement of the A.W.A. Building. Broadcasts of the dance music dispensed by the Coo-ee Swing Band for the dancers provides a definite connecting link between them and listeners who organise their own dance parties at home.

A feature of this block-booking by Coo-ee Clothing Ltd. is that commercials are practically non-existent in the program which is designed chiefly to build goodwill for the sponsors.

Saturday Afternoon at Home

Bon Marche Ltd., of Broadway, are obtaining highly satisfactory evidence of listener-interest in their three-hour Saturday afternoon program, "Saturday Afternoon at Home," extending from 2 to 5 p.m., and divided into six units. These include prize winning competitions and a Juvenile Talent Quest which has just been extended to enable a second contest to be conducted.

A big increase in the 2CH mail has resulted from the presentation of "Saturday Afternoon at Home," and it is evident that keen interest is being maintained in various features of the program.

Bon Marche Ltd. made excellent use of "Saturday Afternoon at Home" for its Xmas selling, and the session is one which lends itself admirably to direct attention towards one line or a series, according to requirements.

Furniture—Jewellery

Davidson's Pty. Ltd., furniture dealers of Oxford Street and Broadway, sponsors of the audience-participation program, "Take It or Leave It—Double or Quits," secure direct contact with listeners as a result of the issue at their two stores of tickets to the 2CH studios. Listeners may apply to 2CH direct or from Davidson's in order to witness the presentation of the session. A large proportion of listeners apply to Davidson's.

Saunders Pty. Ltd., sponsoring "The House of Peter MacGregor" four nights weekly at 7.30 p.m. on 2CH, have had conclusive evidence in recent weeks of the audience tuning to this session. As a merchandising scheme, Peter Mac-

(Continued next page.)

Why More Retailers will Swing To Radio in '41

(By Keith F. Winser, F.O.A., a former retail store advertising manager, now with 2KO, who envisages brighter prospects for retailers using radio.)

Retail stores in the past have often attempted to apply newspaper merchandising methods to radio, expecting to reap the same kind of results, for far less expenditure.

The method of attracting sales by radio, however, is radically different from present-day stereotyped retail advertising of description—price, more description—more prices. This method of presentation is most uninteresting; it is inevitable, certainly, but the weakness seems to lie in the fact that the retail copywriter prefers the phraseology of a mail order catalogue, and such technique is not radio's way of winning business.

RETAIL ADVERTISING TO-MORROW

Constant price rises, low stocks of essential commodities and the war situation are contributing to bring about a new formula for promoting department store sales.

In changing times, policies, too, must change, and here is where the value of radio steps in.

The inadvisability of advertising higher prices, and the ineptitude to cut prices will tend to swing retailers away from present policies. The build-up of the quality-angle will supersede the vanishing cut-price motives, which had just about reached the limit of the public's credulity.

RADIO CAN MERCHANDISE

And so to radio, the proven medium of reminder, which is being used more and more by stores with wide-range vision, who understand the efficacy of constantly hammering away at the store's name and reputation, the store's special events, the store's special services, the store's full range of stocks, the store's buying facilities, the store's

price policy, the store's experienced assistants, the store's exclusive franchises, the store's leadership in certain departments, the store's success stories, and merchandising stories, of which there is no end.

Such news will soon induce a trek of radio-won customers to THE store.

RETAILERS MUST DOMINATE

One of the fundamentals of using radio is to hit hard. Retailers believe in dominating the pages of the Press with double-page spreads, but their timidity when using radio is usually apparent by the store expecting an equal job to be done with a few radio plugs, which may be well likened to a classified ad. in comparison. A contract of sufficient time must be accepted if radio

is to demonstrate its value.

So many stores have experimented in the past with radio, and experimented with their own advertising staff, who are frequently unfamiliar with the successful use of radio. Thus their reaction in the past has been: "It doesn't always work."

EXTRA LISTENERS—EXTRA CUSTOMERS!

To-day, research reports and licence returns indicate a rapidly expanding audience of listeners; and most listeners are prospects for a retail store. Incidentally, women are ardent listeners to-day, and the most economical way to talk to women is via radio. Furthermore, public opinion surveys have demonstrated that the new income tax deductions will affect luxury entertainments more than essential services; this will boomerang to radio's advantage. The people, the advertiser's market, will be at home more, will listen more, and consequently, will react to the advertiser's message more often than in the past.

Radio is ready for the retailers; and the retailers are getting ready for radio. Let's co-operate.

Brisbane Store's Continuous Three Years in Radio

Allan and Stark, one of Brisbane's oldest and best known Department Stores is now in its 4th year of radio advertising, and during that time has continuously used 4BH throughout each year.

In 1937-38, short direct announcements were used several times daily. In 1938-39, the half-hour serial feature "The Lone Ranger" was presented in addition, under their sponsorship—in this connection, was formed "The Lone Ranger Club," for boys and girls. Many thousands of "Lone Star" badges were applied for from city and country . . . many "Lone Star" shirts were sold to members and many names were added to Allan and Stark's catalogue mailing list.

During 1939-40 this progressive firm has been represented on 4BH by its own broadcasting personality, "Mary from Allan & Starks," who makes 4 2-minute broadcasts daily. In a comparatively short space of time Mary and her store news has become a real institution in many thousands of Queensland homes.

The expansion of this business in the last few years has been most apparent, and the recent rebuilding scheme, and complete modernisation of fitting, windows and lighting, has made Allan and Stark's premises one of the most attractive in Australia.

George Hardman, 4BH "Personality Announcer," handled the broadcast for the official opening of the new store in the presence of a great crowd of eager shoppers.

The two top pictures here show modern floor arrangements in Allan and Starks new big Brisbane store (photos by courtesy Brisbane "Telegraph"). The third picture was taken at the official opening of the new store recently. George Hardman, 4BH announcer, handled the broadcast of the affair. One of the highlights of the occasion was a Fashion Quiz, for which cash orders were given freely as prizes.



Modern Sydney Furniture House Uses Radio To Reach Visual as well as Unseen Audience

There does not appear to be any rule which says that radio entertainment sponsored by a retail store or department store must conform to any given pattern or type. Almost every type of broadcast entertainment has been used successfully by this section of radio advertisers. Drama or comedy, serial on disc or live artist, five minute spots, or one hour or longer "shows"—all have proved successful.

Nevertheless it must be admitted that Cowells Ltd.—Sydney house furnishers who opened their doors in George Street last year—took a very bold plunge when they undertook the sponsorship of a two hours regular Wednesday midday entertainment in the Sydney Town Hall, which was to be organised, presented and broadcast by 2UW. The sponsor had absolute faith in the ability of the station to fill up the vast City Hall, and to present a show that would not only meet with the approval of the Hall audience but also keep thousands of listeners tuned-in and listening—and that obviously was what the sponsor wanted.

It was late in 1940 that the entertainment was launched. For a week before the first show the station plugged announcements about it, advising those wishing to attend to go to Cowells store and reserve a seat for one shilling—all such proceeds going to the funds of the Red Cross. A few hundred only turned up to witness this unusual daytime entertainment in Sydney's most august hall. Five weeks later the seating capacity (2,800) of the Town Hall was being overtaxed!

The show presented by the station for Cowells is a riot of fun with quiz competitions, comedy sketches, community singing and band music, featuring the

station's own well-known team of entertainers headed by compere Vernon Lisle, Cecil Scott, Reg Quartly.

On stage each week there is usually a display of a few choice articles of furniture moved from the sponsor's store. This coupled with the occasional commercial announcements and the seat booking plan, which necessitates intending patrons visiting the sponsor's store, provides the selling force of the program.

The Red Cross is benefiting substantially from the seat bookings, and the tie-up is completed by the arrangement of V.A.D. girls acting as usherettes at the concerts.

When a special Xmas performance was put on at the Cowells Community Concert on December 18 to a packed house, the opportunity was taken to bring the sponsor himself (Mr. Cowell) on to the stage. Also present were Mr. Frank Marden (general manager of 2UW), and Mr. Blythe, of the Red Cross Society.

In a short speech Mr. Cowell thanked the audience for their loyal support in the past, and said that he hoped in the New Year, when his firm would sponsor still more concerts, their support would be sustained. It could hardly be greater.

Mr. Marden said that the financial results of the concerts had been very gratifying to date. He had great pleasure in presenting the first cheque for £100 to the funds of the Red Cross. Further amounts were already in hand, and he did not think it would be many weeks before a second cheque for £100 would be forthcoming, while the £1,000 mark should be in sight in the near future.

(Continued page 31.)



Mr. Cowell, of Cowells Ltd., looks a very satisfied sponsor as he surveys the packed Sydney Town Hall. Mr. C. F. Marden, general manager of 2UW, is in the background.

There's
a **NEW**
Ad-Contract
born
every hour!

How many
do you get?

If you are a whale for statistics, and find interest and amusement in whimsically contemplating that the average man owns three-quarters of a wife and a child and a half, a quarter, or is it a third, of a telephone, the back wheels and half the main-leaf of the front springs of a car, backs 23 and two-thirds losers for every winner, and pays half of his earnings to Mr. Fadden, etc., etc. . . . you'll find that our calculation of the number of ad-contracts let nationally (based on the working week) to be pretty close to the mark. The point is, HOW MANY DO YOU GET?

Right now, WE are using space in YOUR business paper, to SELL . . . we keep all our odd lines as well as our publications moving profitably by using space in "COMMERCIAL BROADCASTING."

YOU'LL find "Commercial Broadcasting" profitable to sell your particular unit of broadcasting. . . All our present regular advertisers are industrial leaders in their various States, cities or towns.

ARE THEY SPENDING MONEY ON ADVERTISING BECAUSE THEY ARE SUCCESSFUL, OR ARE THEY SUCCESSFUL BECAUSE THEY BELIEVE IN THEIR OWN GOODS . . . ADVERTISING?

WHAT WOULD YOUR ANSWER BE IF ONE OF YOUR CLIENTS ASKED THE QUESTION?

Write the Ad-manager of "COMMERCIAL BROADCASTING" NOW, for a campaign plan for 1941, and the latest angles on the ads that ace with agents and advertisers. We keep in constant touch with time-buyers . . . it is part of our service to our clients.

Upward Trend

(Continued from page 27.)

Gregor luck charms are being made available to listeners who submit dockets showing the purchase of goods at Saunders. The response was immediate and at present there appears to be no indication of any slackening in the demand. Saunders' contract provides for the presentation of the complete story of "The House of Peter MacGregor" extending over more than two years.

Community Concerts

Johnson's, drapers of Parramatta and Hurstville, now sponsor the 2CH community concerts held each Friday at the Parramatta Town Hall. Big audiences are the rule, and the sponsors thus make direct contact with the people of Parramatta and district in addition to listeners in the Parramatta and Hurstville districts.

BROADCAST LISTENERS' LICENCES IN AREAS WITHIN 25 AND 50 MILES OF PRINCIPAL CITIES AND TOWNS

Quarter ended September 30, 1940

(Note: In each case the 25 miles figures appear above the 50 miles figures.)

N.S.W. AND AUSTRALIAN CAPITAL TERRITORY.				VICTORIA.				SOUTH AUSTRALIA.			
Licences	P'lition	Ratio of Lic. to P'lition		Licences	P'lition	Ratio of Lic. to P'lition		Licences	P'lition	Ratio of Lic. to P'lition	
		25 Miles	50 Miles			25 Miles	50 Miles			25 Miles	50 Miles
Sydney	289,024	1,388,713	20.81	Melbourne	231,359	1,138,170	20.32	Adelaide	86,757	360,928	24.04
Albury	4,701	30,588	15.37	Ballarat	10,902	66,845	16.30	Crystal Brook	5,416	25,349	21.37
Armidale	9,929	68,808	14.43	Bendigo	31,217	161,826	19.29	Mt. Gambier	1,975	13,147	15.02
Bathurst	2,411	16,138	14.94	Charlton	18,211	126,454	14.40	Murray Bridge	1,975	13,147	15.02
Bega	3,444	31,562	10.91	Colac	1,850	15,567	11.88	(25) l.	4,095	18,696	21.90
Broken Hill	3,781	27,114	13.94	Geelong	6,253	45,168	13.84	(50) Inc. Metro.	92,470	395,862	23.36
Canberra	14,115	93,390	15.11	(50) Inc. Metro.	16,269	99,699	16.31	Exc. Metro.	11,874	72,910	16.29
Cessnock	1,520	10,323	14.72	Hamilton	11,972	63,596	18.82	Port Augusta	1,333	6,012	22.17
Cooma	3,113	20,321	15.32	Exc. Metro.	255,840	1,212,062	21.10	Port Lincoln	2,755	13,778	20.00
Corowa	5,344	27,532	19.41	Horsham	36,563	156,164	23.41	Renmark	966	4,362	22.15
Cumnock	5,350	28,257	18.93	Lubeck	2,892	16,464	17.56	Western Australia	1,619	7,196	22.50
Deniliquin	3,389	15,738	21.53	Mildura	8,919	55,555	16.05	Tasmania	2,584	11,159	23.16
Dubbo	5,748	33,586	17.11	Sale	7,792	44,380	17.55	Commonwealth	3,228	21,501	15.01
Goulburn	41,281	216,905	19.03	Shepparton	3,875	20,857	18.57	N.Z. Radio Licences	54,794	242,883	22.55
Grafton	47,401	259,535	18.26	Swan Hill	8,660	55,451	15.61	At September 30, 1940	56,765	254,939	22.26
Griffith	857	5,290	16.2	Warragul (25)	4,015	22,962	17.48	Albany	1,192	5,539	21.52
Gunnedah	2,971	15,828	18.13	(50) Inc. Metro.	4,262	27,560	15.46	Bunbury	2,054	9,416	21.81
Inverell	2,186	23,646	9.24	Exc. Metro.	2,662	16,563	16.07	Collie	2,757	15,086	18.27
Katoomba (25)	3,113	81,131	14.33	Warrnambool	8,839	49,869	17.72	Dardanup	6,769	33,848	19.99
(50) Inc. Metro.	11,624	81,131	10.94	Warrnambool	4,639	33,435	13.87	Geraldton	2,615	11,430	22.87
Exc. Metro.	10,425	71,758	14.53	Warrnambool	11,691	85,566	13.66	Kalgoorlie	6,800	35,470	19.17
Kempsey	938	6,550	14.32	Warrnambool	1,309	13,425	13.47	Katanning	3,945	19,904	19.82
Lismore	5,160	38,225	13.49	Warrnambool	4,363	35,073	12.43	Merredin	6,752	34,777	19.41
Lithgow	2,447	16,559	14.83	Warrnambool	7,466	41,645	17.92	Northam (25)	1,087	7,270	14.95
Moss Vale	5,483	31,277	17.55	(50) Inc. Metro.	38,173	221,393	17.24	Exc. Metro.	1,318	9,984	13.20
Mudjee	3,789	23,573	16.07	Exc. Metro.	23,920	152,760	15.65	Wagin	4,980	21,390	23.28
Newcastle	8,468	61,541	13.76	Exc. Metro.	4,162	27,505	15.13	Warrnambool	4,980	23,257	21.41
Newcastle	3,429	20,335	16.86	Exc. Metro.	9,693	50,119	19.33	Warrnambool	1,476	6,010	24.55
Orange	5,617	42,314	13.27	Queensland	13,364	114,433	14.43	Warrnambool	2,851	14,537	19.61
Orange	1,528	13,364	11.43	Brisbane	88,950	375,674	23.68	Warrnambool	769	5,170	14.87
Orange	4,039	34,831	11.59	Atherton	95,568	428,109	22.32	Warrnambool	2,320	15,031	15.43
Orange	1,402	10,190	13.75	Ayr	1,882	17,625	10.68	Warrnambool	1,198	6,016	19.91
Orange	5,697	47,214	12.06	Bundaberg	6,726	52,404	12.83	Warrnambool	2,944	15,847	18.57
Orange	1,698	13,383	12.68	Cairns	1,932	12,375	15.61	Warrnambool	1,993	12,782	15.59
Orange	4,941	38,502	12.83	Charleville	7,371	41,529	17.75	Warrnambool	809	93,982	18.94
Orange	7,354	38,761	18.97	Dalby	3,872	22,518	17.20	Warrnambool	4,487	37,782	11.87
Orange	164,366	823,147	19.96	Gympie	7,158	46,421	15.42	Warrnambool	743	4,387	16.93
Orange	27,931	168,687	16.55	Ipswich (25)	3,439	23,745	14.48	Warrnambool	3,463	17,767	19.48
Orange	2,716	18,827	14.42	Exc. Metro.	6,437	48,850	13.17	Warrnambool	19,033	89,579	21.26
Orange	4,899	40,180	12.19	Exc. Metro.	577	3,742	15.42	Warrnambool	20,580	106,839	19.26
Orange	9,152	59,611	15.35	Exc. Metro.	677	5,067	13.36	Warrnambool	4,988	27,236	18.31
Orange	12,952	96,492	13.42	Exc. Metro.	1,389	8,198	16.94	Warrnambool	8,773	48,377	18.13
Orange	6,289	34,967	17.98	Exc. Metro.	10,353	59,370	17.45	Warrnambool	1,405	9,009	15.59
Orange	14,577	100,730	14.47	Exc. Metro.	2,597	24,390	10.65	Warrnambool	10,714	55,828	19.19
Orange	40,161	192,089	20.90	Exc. Metro.	9,120	68,492	13.32	Warrnambool	6,107	31,603	19.32
Orange	46,491	246,782	18.84	Exc. Metro.	89,210	376,477	23.69	Warrnambool	16,689	86,597	19.27
Orange	3,516	22,917	15.84	Exc. Metro.	7,818	48,778	16.03	Warrnambool	2,946	18,804	15.67
Orange	19,559	114,179	17.13	Exc. Metro.	100,522	457,663	21.96	Warrnambool	16,769	90,769	18.47
Orange	1,788	13,473	13.25	Exc. Metro.	19,160	129,964	14.74	Warrnambool	10,336	51,497	20.07
Orange	4,477	35,694	12.54	Exc. Metro.	2,609	16,092	16.21	Warrnambool	14,984	82,196	18.23
Orange	5,262	38,615	13.62	Exc. Metro.	4,760	35,739	13.30	Warrnambool	1,837	6,932	26.50
Orange	15,169	106,250	14.27	Exc. Metro.	684	4,041	16.93	Warrnambool	2,152	9,719	22.14
Orange	39,770	198,069	20.07	Exc. Metro.	858	5,062	13.63	Warrnambool	6,168	32,794	18.81
Orange	46,447	242,606	19.14	Exc. Metro.	3,859	22,860	16.88	Warrnambool	8,336	47,864	18.46
Orange	4,636	30,058	15.42	Exc. Metro.	4,387	29,065	15.09	Warrnambool	1,537	6,932	26.50
Orange	10,092	79,855	12.63	Exc. Metro.	3,272	20,190	16.21	Warrnambool	2,152	9,719	22.14
Orange	2,813	17,577	16.00	Exc. Metro.	9,020	53,527	16.85	Warrnambool	6,168	32,794	18.81
Orange	5,458	43,808	12.45	Exc. Metro.	7,683	47,928	16.03	Warrnambool	8,336	47,864	18.46
Orange	6,163	52,955	11.63	Exc. Metro.	12,579	83,064	15.14	Warrnambool	8,336	47,864	18.46
Orange	44,574	242,662	18.36	Exc. Metro.	7,643	41,908	18.24	Warrnambool	8,336	47,864	18.46
Orange	2,968	21,613	13.73	Exc. Metro.	8,190	47,944	17.08	Warrnambool	8,336	47,864	18.46
Orange	6,513	50,312	12.94	Exc. Metro.	858	5,045	17.01	Warrnambool	8,336	47,864	18.46
Orange	4,123	27,672	14.89	Exc. Metro.	1,442	8,492	16.98	Warrnambool	8,336	47,864	18.46
Orange	9,154	73,086	12.52	Exc. Metro.	8,563	53,241	16.08	Warrnambool	8,336	47,864	18.46
Orange	12,481	67,415	21.74	Exc. Metro.	20,134	123,059	16.35	Warrnambool	8,336	47,864	18.46
Orange	(50) Inc. Metro.	301,828	1,465,993	Exc. Metro.	5,395	28,533	18.91	Warrnambool	8,336	47,864	18.46
Orange	Exc. Metro.	28,958	147,073	Exc. Metro.	6,818	40,055	17.02	Warrnambool	8,336	47,864	18.46
Orange	Young	2,190	17,039	Exc. Metro.	2,597	21,209	12.24	Warrnambool	8,336	47,864	18.46
Orange	Young	8,111	56,728	Exc. Metro.	13,330	88,339	15.09	Warrnambool	8,336	47,864	18.46

NOVEMBER LICENCE FIGURES

	Nov. 1939	Nov. 1940
New issues	5,736	4,967
Renewals	30,468	30,926
Cancellations	1,036	5,278
Monthly totals	440,926	482,837
Net increase or dec.	4,700	-311
Population ratio	15.98	17.27

VICTORIA.		
New issues	4,165	2,844
Renewals	23,303	24,241
Cancellations	72	3,227
Monthly totals	341,055	354,270
Net increase or dec.	4,093	-383
Population ratio	18.13	18.60

QUEENSLAND.		
New issues	2,834	2,132
Renewals	9,179	10,334
Cancellations	267	1,679
Monthly totals	143,810	160,078
Net increase	2,567	453
Population ratio	14.15	15.67

SOUTH AUSTRALIA.		
New issues	1,323	1,225
Renewals	7,359	7,521
Cancellations	472	1,161
Monthly totals	120,667	127,468
Net increase	851	64
Population ratio	20.04	21.07

WESTERN AUSTRALIA.		
New issues	1,139	584
Renewals	5,488	5,952
Cancellations	56	675
Monthly totals	83,592	89,862
Net increase or dec.	1,083	-91
Population ratio	17.96	19.23

TASMANIA.		
New issues	421	466
Renewals	2,514	2,736
Cancellations	94	199
Monthly totals	40,976	43,847
Net increase	327	267
Population ratio	17.31	18.42

COMMONWEALTH.		
New issues	15,618	12,218
Renewals	78,311	81,710
Cancellations	1,997	12,219
Monthly totals	1,171,026	1,258,362
Net increase or dec.	13,621	-1
Population ratio	16.82	17.89

The above totals include: Total Licences to the blind, 2,402 (1939), 2,511 (1940), and total experimental licences 1,574 (1939).

N.Z. RADIO LICENCES At September 30, 1940

Postal District	Licences	Ratio
Auckland	79,577	24.397
Hamilton	10,766	47,734
Thames	5,782	9,282
Christchurch	2,161	27,867
Greymouth	4,130	15,206
Timaru	49,559	3,506
Westport	6,796	15,011
Dunedin	6,457	14,504
Invercargill	16,553	12,318
Oamaru	351,606	
Wellington		
Blenheim		
Gisborne		
Napier		
Nelson		
New Plymouth		
Palmerston North		
Wanganui		
Total		351,606

RADIO DESIGNERS' HANDBOOK.

The Radio Designers' Handbook, published three months ago by Amalgamated Wireless Valve Co., is proving popular in the United Kingdom. The first consignment of 2,000 copies has been sold, and the Valve Co. has this week received a Beam wireless asking for a further 2,000. The book is selling well also in U.S.A.

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21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

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