

BANNED STATIONS STILL OFF THE AIR

Authorities Investigating Ownership

Up to the time that this issue went to press no further developments had been made public regarding the future of the four stations which were ordered to cease transmissions on January 8 last ("C.B.," 16/1/41).

The stations concerned are 2HD Newcastle, 4AT Atherton, 5KA Adelaide and 5AU Port Augusta.

Following the closing of the stations it was alleged by the Minister for the Navy (Mr. Hughes) that certain stations or a station in Australia had broadcast information of a shipping nature which could have been of value to the enemy. Subsequently, it was officially announced, representatives of the managements of the four stations concerned had been required to give certain undertakings regarding the future operations of each of the four stations. About the same time it was intimated by Mr. Hughes that the reopening of the stations could shortly be anticipated.

Almost on top of Mr. Hughes' announcement the Prime Minister (Mr. Menzies) announced in Sydney that Cabinet had decided to declare Jehovah's Witnesses and the Watchtower Bible and Tract Society, illegal organisations under the National Security Regulations. It was subsequently announced that the re-opening of the four stations would be delayed pending investigations into the extent of control or ownership exercised over them by the banned organisations.

It has been contended by the executive of the Watchtower and Bible So-

ciety (Jehovah's Witnesses) that the society does not own the stations but buys time on them in the same manner as any other advertiser. This claim is being investigated. It is admitted that members of the society are employed on the stations.

Some surprise was caused in broadcasting circles as to the manner in which the four stations were ordered to cease transmissions. Regulations governing the official action which was taken in this instance were promulgated in September, 1939. Under a Wireless Stations Control Order issued on September 26, 1939, power is given to an authorised officer appointed thereunder to direct the closing of any wireless station, to order it to refrain from transmitting messages during any periods ordered by the officer, to utilise any wireless telegraph for the King's service, to determine and allot wavelengths and generally to regulate and control telegraphic and telephone communication or facsimile services by means of wireless, telegraph, telephone or television.

The "Commonwealth Gazette" of September 26 also contained the appointment of an authorised officer under that Order. This set out that the officer for the time being holding the office or performing the duties of Chief of the Naval Staff to be an authorised officer for the purposes of this Order.

Following representations made to the Federal member for the Atherton Tablelands district (Mr. Riordan) "to have something done" about the closed 4AT as thousands of radio sets had been rendered useless owing to the difficulty of receiving programs from other stations, it was announced that the Government would take over the station and re-open it with national programs on relay from the Queensland National Network.

FOR MEN IN SERVICES

In an editorial note on overseas communications in the December, 1940, issue of A.W.A.'s "Radiola Rambles," Sir Ernest Fisk points out that A.W.A. recently introduced a new service for the benefit of Australia's enlisted men serving abroad in the Army and Air Force, and their relatives in this country. This service enables a message of six words to be sent in either direction for 2/6, whilst the address is sent free of charge.

It was also arranged for the children who have been evacuated from the United Kingdom to Australia, to send a brief free message once a month to their parents in the Old Country, giving news to the parents of the children's welfare, and the parents may send a similar message once a month to Australia.

Both these items serve to demonstrate once more the great national work which is being continually carried out by this huge Australian wireless organisation.

DELAY IN ISSUE OF THE RATE BOOK

A slight hold-up has been caused in the issue of the new Commercial Broadcasting Rate Book, scheduled for January, 1941, owing to a temporary delay in some stations securing the Price Fixing Commissioner's approval of alterations in rate schedules. Copies of the new Rate Book should be available by the close of next week.

SPECIAL ARTICLES ON "DAYTIME"

The Editor regrets that through their late arrival several most interesting articles dealing with the subject of "daytime" radio have perforce been omitted from this issue. These contributions, each providing worthwhile reading, will appear in later issues.

BASIC WAGE INCREASE From February, 1941

The Commonwealth Statistician's quarterly "Cost of Living Index" figures show that the basic wage will increase as from February.

	New Basic Wage.
Sydney — Inc. of 3/- a week ..	£4 8 0
Newcastle " " " " " " ..	£4 8 0
Broken Hill " " " " " " ..	£4 8 0
Elsewhere in N.S.W. " " " " " " ..	£4 5 0
Melbourne " " " " " " ..	£4 6 0
Elsewhere in Vic. 2/- a week ..	£4 3 0
Brisbane " " " " " " ..	£4 3 0
Elsewhere in Q'ld. 3/- a week ..	£4 2 0
Adelaide " " " " " " ..	£3 19 0
Hobart " " " " " " ..	£4 2 0
Launceston " " " " " " ..	£4 3 0
	£4 1 0

LEKMEK WINDS UP

A resolution passed on 31/12/40 that the company be wound up voluntarily, and that Norman Stanley Gilmour, of 75 William Street, be appointed liquidator of Lekmek (A/sia) Ltd., 75 William Street, Sydney, brings to a close a business that was founded by Mr. Gilmour after he severed his connection with Stromberg-Carlson some years ago.

Mr. Gilmour is well and favourably known throughout the whole of the industry, and everybody will be very sorry to hear that he has decided to wind up the company.

Rate Books are 5/- per copy
Box 3765, G.P.O., Sydney.

How Wrigley Tailors Its Advertising to Fit Local Market

Condensed from an article in "Printer's Ink," October 25, 1940, by Philip K. Wrigley, President, William Wrigley, Jr. Company, U.S.A.

People buy and chew the gum we make, but they buy it by brand name, and they buy it locally, not from us. Ever sale is a personal transaction between the individual consumer and the dealer, even when the dealer is a vending machine.

We do not consider ourselves as being the first link in the distribution chain, starting with us as a large manufacturer of gum, distributed through so many thousands of retailers to additional thousands of consumers and with advertising addressed to this mass market. Instead we consider ourselves the last link in a chain that starts with Agnes Lees and her counterparts, who buy Doublemint gum at Arnold's Drug Store and its counterparts. The owner of Arnold's obtained his supply from our company, which advertises in order to influence the decision of Agnes Lees and millions of other consumers.

We don't try to find more ways to sell gum to our dealers. We supply a product that people will buy, that will turn over rapidly and make a profit for the dealer if he will put it out on the counter where the people who want to buy it will see it.

We are not, in a sense, a national advertiser. We are instead, a local advertiser in thousands of communities.

Many of the problems that we had in the past in trying to sell our dealers on the value of our advertising to them were due to our own failure to look upon it from the consumer end of the chain. We thought that as national advertisers we were helping all our dealers. After all, the country is too big and our market too large, we reasoned, for us to pay much attention to individual outlets. We offered nationally advertised products, and we expected our dealers to appreciate the significance of those magic words.

In buying press space and poster space and radio time, we want to know who are the people we are reaching and where they are situated, rather than how many. A big audience is not necessarily a good audience for us and for our dealers.

We must, in other words, attempt to do a thorough job of local advertising in many markets. Our national advertising is nothing more than the sum

total of these local efforts. To accomplish this we had to change our entire approach. To-day we keep constantly in mind the fact that our total sales are nothing more than an accumulation of individual transactions between dealers and consumers all over the world.

We began several years ago by reorganising our sales force. Formerly our men were typical salesmen who call on retailers. They were far better than the average and the results they obtained were proof of this. But no retailer wants to buy gum. He wants to sell it. Obviously our job was to help him sell gum and not persuade him to buy it.

Looked at in this way it was evident that we didn't need salesmen—we needed representatives of the company who knew something about merchandising and who would be welcomed by the dealers. To-day we have an organisation of company representatives with smaller territories. Each man talks displays, advertising, store arrangement, and all the problems that are faced by each retailer. He gets to know his retailers personally as individuals and becomes a part of the community in which he lives and serves. Our selling has been localised. In place of a national sales organisation, we have individual company representatives in local territories.

We have educated and trained these representatives to understand and appreciate the power of advertising, particularly the advertising that is being done in their own territories for our gum.

This does not mean that we use no national media. Rather, we analyse them from a local point of view. We don't buy mass circulation without knowing what the total consists of in the way of individual readers or listeners. We want to know not only where they are, but who they are, because an understanding of who people are, is an important part of local advertising. Our advertising in a national magazine, for example, can be localised by directing our copy towards that particular audience's interests. In order to do this we must know why people buy that magazine. We must know what its editorial objective is so we can talk to

these people in the same terms.

Some years ago, through an error, we ran an advertisement in a children's magazine in which we talked about the benefits of chewing gum after smoking. That is an extreme example, but it illustrates my point. Advertising in women's magazines should be addressed to the groups that read them, and this may vary with different publications in the same field. We built an entire campaign not long ago around women's styles and our advertising agent visited the offices of the magazines to be used before the copy was prepared.

Typical of our localising efforts is our present "Spreading New England's Fame" radio show, in which Billy B. Van is starred. Billy Van is a prominent character in New England and a great showman. Every Sunday night for one-half hour he broadcasts a show localised for New England listeners. In addition, the stage show is now being taken on tour throughout New England and the cities and towns in which it appears will be featured on the program.

We use full pages in the press with a strong sales message for our gum, and a reproduction of an open box, explaining that it is "featured on the counters of these merchants." Then we print the names and addresses of our dealers in that community. If we can't get them all in one advertisement, we run two or three full pages.

Invariably readers will run down the list and look for the names of the dealers they know or the names of friends. We don't expect them to look for the name of the nearest dealer and run out and buy a package of gum. The list, however, is impressive, and emphasises the fact that our products are available in many places. Most important of all is the fact that these names localise the advertisement. It is no longer a message from a company in Chicago. It is an advertisement for Wrigley's Spearmint gum, which is sold by local merchants.

We often omit the name of Wrigley's from our advertisements. We are not interested in name publicity because we don't think it sells enough gum to justify its cost.

Whenever an idea or a program is presented to us, we ask one question—"Will it sell gum?" A radio program can have a high listener rating, the star can have a large personal following, but that doesn't mean that our gum sales will soar if we sponsor it. A show that can be bought at a bargain price may not be a bargain for us.

Just as important as how many listen in is who listens and under what circumstances.

Localising a national advertising campaign requires a great deal of work and ingenuity, and we are finding more and more new ways to do it. And it all starts with a point of view, thinking in reverse, from the consumer end of the distribution chain back through to the manufacturer.

COMMERCIAL BROADCASTING

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Daytime Boom Banishes Summer Slump This Year

Time Bookings Should Continue Consistently Upwards

Daytime radio looks like being the biggest development in broadcast advertising for 1941. Many wise sponsors have already realised that there is no justifiable reason why they should put all their eggs in the winter hatchery. A good program, geared to the season and tuned to the time of broadcast, will hold as many listeners in one season as in another. The same applies to daytime and evening programs.

There are quite a few stations throughout Australia which have already practically sold out their daylight hours. Most others are showing rapidly upswinging time sales-curves for the daytime. Wise heads in the industry are saying "it had to come" or "I told you so." Nevertheless, it is remarkable that advertisers have allowed the daytime field of broadcast exploitation to lie fallow for so long.

Without labouring the point, it is surely an accepted belief that somewhere between 70 per cent and 90 per cent of the purchase of all consumed goods is influenced by womenfolk. It must also be admitted that most of the daytime audience to any broadcast program is composed of housewives. It has been proved, time and time again, and in a hundred and one separate areas, that numerically the daytime audience of broadcasting stations is a very vast one. It remained, therefore, to radio only to produce programs entertaining enough or acceptable to this great potential buying audience, and advertisers had at their disposal (to make or to mar) one of the greatest sales promotion weapons of all time.

The commercial broadcasting stations of Australia have met this challenge. Individually and collectively they have gripped the daytime audience—and to that audience they are selling the goods of those sponsors who have been shrewd enough to realise the tremendous possibilities.

Elsewhere in this issue will be found several articles dealing with the success of specific daytime advertisers on the air.

There are some advertisers who have been on the air in the daytime for a number of years. They haven't made a song and dance about the success which has met their efforts. This is

quite natural. A gold-digger who strikes it rich doesn't welcome a gold rush around his claim; he simply stakes his claim and keeps as quiet as possible about the amount of pay dirt he washes out. But the station schedules this summer are showing many new accounts in the daytime. Some of these have relinquished night in favour of day; some have extended their appropriations, adding day broadcasts or sessions to supplement their night programs. The rest are made up of those who have either failed to secure favourable time in the evening, and have been converted to daytime, and those who are amongst the totally newcomers to the broadcast medium, and are fully alive to the great possibilities of daytime radio.

At this stage it is difficult to prophesy, but there are certainly plenty of indications in commercial circles that 1940-41 advertising expenditures will reach record proportions for this country. In all other media than radio, wartime conditions have imposed restrictions in the availability of facilities. This set of circumstances will undoubtedly add greatly to the increase of business which radio is already winning purely on the merits of the medium.

No Summer Slump

Summer time (and particularly January) has always been the "bad month" of the calendar, so far as advertising

is concerned. All media have suffered this summer setback, but in radio there should be no summer slump. Increased daytime bookings have contributed largely to this saving factor. And just as a good program, geared to the season and tuned to the time of broadcast, should hold as many listeners in one season as in another, so the same argument can be applied to daytime radio as compared with night time.

There are some programs—long-run serials—which would pull smoothly along through changing months and even years, with their full quota of faithful followers, but every sponsor obviously cannot aspire to finding these super serials. Most have to be content with shorter run shows, trying to make each succeeding one a little better than the last. And it is because of this very factor (it is actually a blessing in disguise) that the bulk of radio sponsors are in a position to "gear their program to the season." It is obviously not desirable to give listeners a winter fire-side entertainment in the middle of summer, or even in spring. There should be a subtle change in character, in tempo, a transition in program style as subtle as the change itself from one season into another.

To digress further into the seasonal aspect, there is nothing known in radio

(Continued opposite page.)

1941 Should Usher in New Era of Daytime Radio

(Continued from opposite page.)

research to show there are any less listeners available to radio programs in the summer time than in the winter time. Commonsense, however, tells us that not the number, but only the mood of the listening audience changes.

We may hear the argument that more people are outside their homes in the warmer months; that the crowded beaches and the picnic resorts and the holiday places create a drain upon the home audience. That is only a surmise. There is nothing to prove that less radio amperage is consumed in the summer. What is more, power radio and portable radio has now reached such dimensions as to become a very important factor in any endeavour to calculate a listening audience.

Another point which the national advertiser may be apt to overlook is that there are tens of thousands of radio listeners throughout Australia living in districts where there are no outside attractions, such as beaches, to lure them out of their homes; there are tens of thousands of listeners living in areas where the heat of the day keeps them indoors; so far as this season is concerned, another very important factor for consideration is the obvious effect of petrol restrictions. Thousands more people are being restrained to the indoors day and night.

Serial Shows Pull

A very interesting paper on the question of daytime radio was delivered by Mr. H. Robinson, Jnr., of the Young and Rubicam Agency in America to the National Association of Home Economists at Cleveland during last year.

He pointed out that the housewife is the advertiser's most valuable customer. To get her attention, to get a hearing from her on the merit of his wares, American advertisers spend millions of dollars a year. Daytime radio advertising was no exception to that generality.

Obviously, Robinson said, the daytime audience is almost 90 per cent women. It is a bonanza opportunity for the advertiser to talk to the housewife and to talk to her—alone. The clearness with which the major advertisers realise the proportions of that opportunity is indicated by the fact that their expenditure for daytime radio alone—exclusive of expenditures for entertainment, talent, programs—had risen from 11,000,000 dollars in 1935 to 26,000,000 dollars in 1939. For many advertisers their daytime radio expenditures represent from 75 per cent to 100 per cent of their total advertising investment.

Robinson dealt specifically with one type of daytime program which had proved its tremendous appeal for the American housewife—that is the five-time-a-week dramatic strip or serial. At that stage his agency was investigating several other forms of possibly successful types of daytime entertainment.

Accent on Entertainment

Robinson said that ten years ago when daytime radio was considered an ideal opportunity to talk to housewives about advertisers' products through what are called service programs. The label "service" meant that these programs dealt largely with recipes, hints on home economics, home making, menu planning, and all the other allied activities which are the housewife's responsibility. The air was dotted with "magic kitchens," "mystery chefs," "home makers' hours," and so on.

Then came the deluge. One bright advertiser decided to experiment with an out-and-out entertainment show—no helps in home making, no list of recipes with which to make the master-of-the-house's mouth water with delight, no tips on how to manage junior when he becomes unruly—nothing but straight entertainment with two commercials fitted in the same way they are fitted into an evening radio show. The housewives responded to this type of program immediately. Other advertisers followed this lead and before long it became clearly evident that daytime radio programs which entertained got more listeners than those which instructed.

Robinson thought a fair question to ask might be: "Is not the air glutted with programs of this type? Are we not reaching the saturation point? How can any one woman follow four or five of these scripts at one time and have any very clear idea of what any one of them is about?" That is a question we have asked ourselves, he said. It is important to us to know whether or not this type of program has reached a stage where more of them will have little chance to duplicate the good audience-getting record of those now on the air.

Robinson went on to point out that in a study made by his agency on that very score, they found that one show of this type, starting on October 16, 1939, had, by March of 1940, risen to a C.A.B. rating of 7.5, which put it among the leaders. The same thing was true of another show which started on October 9, 1939, and by March of 1940 had reached a rating of 6.1. There were other examples, but it did not seem necessary to labour the point since it seemed self-evident that shows of this kind, if they are good ones, could still command big audiences, audiences large enough to amply justify the investment they represented.

Another question which Robinson said might well be asked, was, if a show like Kate Smith's daytime talks could do so well—as well as many of the five-time-a-week serial shows—why were there not more shows of that kind? The answer lay in the simple fact that there was only one Kate Smith, and very few people who could do what she did so well.

"There is a factor in connection with the five-time-a-week dramatic strip which is very important in its value as an advertising property. That relates to what we call the gratitude or loyalty factor. By this we mean simply the personal or emotional interest aroused in the listener through the enjoyment of the entertainment offered or the loyalty to a person or a character for whom that listener has come to feel affection and to whom he or she is devoted. We have definite indications that this gratitude or loyalty factor results in buying by the person so affected. Now, obviously it is difficult to be emotional about a recipe or about information of a broadly similar type. It is easy to be emotional about a character whose activities you have followed through a series of mishaps or defeats and triumphs. It is doubly easy if that person seems to you to represent a force for good and who represents a point of view which you share. And all the leading characters in the daytime radio serials do represent such philosophies, such points of view. They are part of the daytime radio formula which is based on four cornerstones.

"First, simple, understandable characters who are not too far removed from the average. The kind of person about whom the average housewife, if she cannot say, 'There but for the grace of God, go I' can at least recognise and understand.

"Second, simple, understandable situations.

"Third, a woman as the central and dominant character, the one who shapes the action of the story and moves it along.

"Fourth, a philosophy exemplified by the conduct of the leading character such as 'the meek shall inherit the earth,' 'virtue is its own reward,' and other equally familiar homilies which have influenced hundreds of thousands of people for many years.

"It all boils down to the fact that the average individual, man or woman, approaches his radio set in much the same mood in which he approaches the theatre or a motion picture. He is more eager to be entertained than educated.

That's Something!

"It must be remembered that we are dealing with a mass medium. We must reach millions of people and the evidence seems to clearly indicate that millions of people welcome and are enthusiastic about the type of daytime radio entertainment they are getting. And it also seems important to bear in mind that we have definite proof from our mail and from our research work with the daytime radio audience that the type of show about which we are talking has brought happiness and comfort to thousands of people. That, at least, must be considered a useful thing."

DAYTIME LISTENERS v. NIGHT TIME TWISTERS

By Oswald Anderson

Not so many years ago broadcasting was a mystery and on a par with bottled sunshine or perpetual motion. The announcer was a wizard and when he said the "Whiz-Bang" motor car did 90 miles to the gallon listeners believed him. To-day everything is different. Newspapers have printed the announcer's picture so often that thousands have discovered the mystery man is often a mild looking fellow with a hunted look. A station itself is now a medium competing for attention. Thousands switch on the set the same as they switch on the light.

When radio was a toy, people gave it their affection. Now that it's a tool they expect it to produce. And Australian radio produces plenty.

More per head in fact than any other country in the world, for a million and a half homes have sets and 125 stations broadcast 450 thousand hours of entertainment per year. Three hundred thousand hours are pushed into the ether in the daytime and of the 150 thousand hours left for night time, approximately 100 thousand hours fill in what we call peak listening periods.

When a commercial executive attempts to stress the importance of daytime selling his utterances are suspect. It is an attempt to place "hard selling time." But this is far from the truth. Daytime listening is intensely popular, it breeds contented, loyal listeners, and if the majority are women the argument is stronger.

When broadcasting started years ago, the few hours that they were on the air were in the night time. In the first year of 2FC's existence it was on the air five hours a day, 6 to 10 p.m. at night and 1 to 2 in the daytime. When I took over at the end of 1924 we increased the hours to ten, and later to 17 a day, and all the extra time taken in the daylight hours.

The popularity of early radio meant intriguing listeners with stunts (again daytime efforts), and the first consistent daytime listening took place in 1925 when we broadcast horse races, cricket matches and other sports.

The influence of women on the air was not really felt until 1926. By this time the commercial stations were knocking at the door and they exploited women's interests and spread them through the morning sessions.

Watch the housewife as she does her work and listens to the radio. She tunes in her favourite station and even if she uses it largely as background, that station is putting its imprint on the minds of that home. At night when the rest of the family do their listening, the inevitable dial twisting



In the accompanying "not-too-serious" contribution to our daytime issue, Mr. Oswald Anderson recalls some interesting sidelights on the evolution of daytime radio advertising. It is of particular interest to learn from Mr. Anderson how stunts and more particularly sports broadcasts provided the lure in the early days to get people to listen to radio in the daylight hours.—Ed. "C.B."

takes place. And it's rare to find a home that will listen consistently at night for any length of time to the same station.

In the early days of commercial broadcasting a well known retailer, chary of radio and dissatisfied with returns from uninspired spot announcements in the night session, was induced by an enthusiastic salesman to drop these in favour of an announcement every day between 1 and 2. The retailer, sceptical of the results, was good enough to offer exceptional bargains. The result was colossal and embarrassing, and after weeks of stampeding at bargain counters with the consequent depletion of these special bargains the mistake was generously admitted.

Right through the following years of increased experience and growth, stations have stuck to the broad principle of "two-thirds of your broadcasting in the daytime, with double rates for the time at night." I don't cavil at this for it's a sound basis, but a consensus of opinion obtained from the 125 stations in Australia would show a preponderance who would maintain that much of the stations popularity was built up by the content of its daytime program.

I am glad to learn that "Commercial Broadcasting" is devoting this issue to the power and influence of daytime programs. I am sure that the data it will bring forth will be interesting and convincing.

What A Day!

Amazing Response to Excellent Appeal

Maybe Xmas Day is an unusual day—there is only one every year. Maybe there are more listeners available to radio on that day than any other day. Maybe there are less. At any rate, in a metropolitan area where there are a number of stations, no one station claims that it has all the listeners, and therefore the achievement of one Melbourne station (it was 3KZ) last Xmas Day in raising for charity a total of £5,395—half of which amount was raised between 9 a.m. and 6 p.m.—is a strong indication of the great daytime radio audience.

Every Xmas Day for some years past 3KZ has devoted space and time in raising money for the Austin Hospital. In 1938 over £2,000 was raised, whilst last year (1939), the total went to £3,485. Xmas 1940 Norman Banks set out to raise £5,000 in the one day, the money to go to three worthy causes—the Austin Hospital, the Red Cross and the Comforts Fund.

No less than 250 people were employed in handling over 6,000 telephone calls which came into the studio via 33 telephones specially installed in the main 3KZ studio for the occasion. Telephone donations came from many parts of Victoria, and these were augmented by many interesting calls. Two babies born on Xmas morning made donations through their parents, whilst the oldest donor was 93 years of age.

From 9 a.m. onwards the average amount promised per hour over the telephone was £412, against £290 per hour on the previous Xmas Day.

At the carol festival in the evening, an amount of £348 was collected, as against £226 on the previous occasion.

GRACE BROS.' FOUR YEARS OF DAYTIME

For about four years Grace Bros. Ltd., one of the leading Sydney department stores, has been reaching a loyal audience of followers of "The Dream Wanderer" broadcast through 2UW Sydney.

Session is broadcast for quarter hour at 11.30 a.m. Tuesdays and Thursdays. The lines with which the session always opens fairly sums up the type of entertainment provided:—

"In my armchair, sitting, dreaming
Line by line, strange scenes arise,
Visions slowly shaping—gleaming,
Pageant-like before my eyes."

A soliloquy, "The Dream Wanderer," takes his listeners to all corners of the world, describing strange places, strange people and their customs with a blending of appropriate and atmospheric music.

Scripts are by Roger Mackinnon, and until recently were handled by Vernon Lisle. Walter Pym, who recently joined 2UW, is now doing the session.

- talking of buyers!

REMEMBER the 5,000 listener survey figures, printed in "Commercial Broadcasting" on December 19? . . . Remember how the figures placed the 2GB audience so far in front of the opposition that their publication created a sensation?

NOW we want to talk about Buyers . . . in the biggest audience of Buyers which radio knows. These four letters, perhaps, speak for themselves.

RETAIL STORE:

WINNS PTY. LTD.

"As you know, we have advertised extensively over 2GB for the past eight years, and that, in itself, speaks volumes for the value which we place on our association with your Station. "We feel that we owe a considerable measure of our development over the past years to the use which we have made of 2GB as an advertising medium, and, on our experience over the last year, we are confident that our day-time programmes for 1941 will be as completely successful as our other 2GB arrangements have proved."

MEDICINE:

ANDREW'S LIVER SALT

"As we advised you at the commencement of the season, your Station would be severely tested by this programme, since the general set-up of this season's advertising plan for Andrew's Liver Salt would make it obvious what part radio played in any sales increase.

"We can now say definitely that 'Omar Khayyam and All That' has completely justified itself, and although we are not at liberty to disclose to you the increased sales percentages, you can take our word for it that they are exceptional."

FOODSTUFFS:

COTTEE'S PASSIONA LTD.

"In renewing our contract with you for a further period of twelve months, we would like you to know that 2GB has fulfilled all those claims which you made when we first signed a short term contract with you last year.

"This renewal for the whole of 1941 is perhaps the best proof of that, particularly as 2GB is now the only advertising medium which this Company is now using to reach its consumers."

INVESTMENT:

AUSTRALIAN FIXED TRUSTS PTY. LIMITED

"Twelve months ago we were pleased to advise you that investments in First Australian Unit Trust received through Mr. Frank Sturge Harty's afternoon session had reached a figure which we believed represented an all-time record for broadcasting investment advertising in Australia.

"It is our pleasure now to inform you that the figures since that time have shown a further increase of approximately 30 per cent. per annum up to December 31, 1940.

"These results are most gratifying to us, and we feel must be to you also."

AND TWO MORE FIGURES:

45,287 recipes were supplied to listeners during 1940 through the Sydney County Council's "BANISH DRUDGERY" Session on 2GB, in response to direct mail requests.
35,029 entries were received from 2GB listeners during 34 weeks in 1940 for the Bonnington programme, "LET'S START AN ARGUMENT."

You know what
you buy
when you buy

2GB



What is the Daytime Problem?

(By ALLEN FAIRHALL, Managing Director, 2KO Newcastle.)

What has been regarded as the daytime problem has been nothing more or less than the inability of radio to convince advertisers that daytime radio is valuable.

Much of this came about because of insufficient knowledge of listening habits and the poor handling of programs, and there has been a tendency, now happily passing, for clients to relate their product to the radio program to be presented. There is little evidence to support the contention that a product used in cooking is best sold per medium of a recipe competition, or that cosmetics can be sold only through a session of beauty hints.

The result has been an over emphasis on domestic program material, but with increasing experience all concerned are now realising that entertainment is the real basis of radio selling, and there is a decided swing to better programs.

As most morning sessions are now well booked, the problem shifts to afternoon times, and in the light of previous experience it is probable that a more constructive job will be done with afternoon programs.

A series of careful surveys made over several years in Newcastle indicated that between 30 per cent and 40 per cent of the total number of radio equipped homes were available to individual day sessions, and the fact that women were responsible for 85 per cent of the buying, meant that there was no waste coverage whatsoever, for products such as foods, medicines, furniture and the household services using day sessions, and sales could be made at considerably less cost than for the same group of products using evening sessions. So that the development of afternoon programs would not be subject to the same haphazard treatment as the earlier morning sessions, 2KO instituted a continuous survey over a period of six months, during which hundreds of listeners and non-listeners to day sessions were questioned as to their likes and listening habits. As a result a new program emerged between 3 and 4.15 p.m. five afternoons per week, entitled "Radio Magazine," for convenience, and because it conveys to the listener some idea of the program contents.

The general program idea is not altogether new except that some of the program units were designed to entice very active co-operation from listeners. One of these highlight features is an afternoon program entitled "Women's Forum," in which three or four well-

informed women with good voices, discuss some problem of topical interest. These talks are deliberately provocative and at the conclusion, listeners are asked to express their opinion, which opinions form the basis of a second session entitled "Letters to the Editor," heard at the same time later in the week. A third quarter-hour is directly contributed by listeners in the form of opinions on books and their characters, and it is merely necessary for the station announcer to edit the material supplied. In addition, all music heard in the session is from the World Broadcasting System's Wide Range Library.

The commercial application of this program is, however, somewhat advanced on usual practice, and such restrictions as have been imposed are aimed, firstly, to protect the entertainment value of the entire presentation, and to maintain program balance, without which it will not be possible to build or maintain maximum audience and thus result for those participating.

So that both program and advertiser will have sufficient time to become thoroughly established and thus achieve maximum results, the minimum contract sold in this program is for 13 weeks using two quarter-hours per week. Full control over sound effects, theme songs and the placing of commercial announcements are retained by the station, in order to assist smooth presentation, and normally, programs have been allocated to each quarter-hour so that time and program are not sold separately.

The result of this policy has been to produce a participating program containing five quarter-hour features, but being received by the listener as one program.

Competitive advertising is not accepted and sample or premium offers are accepted only under the condition that all enquiries shall be attended to within 24 hours of receipt by the station. If the advertiser is unable to give this service, it will be done by the station.

As a further aid to cohesion between the various program units, one personality has been given charge of the entire presentation, and is invariably referred to as "The Editor." He remains the master of ceremonies, and whilst during an afternoon's program, as many as ten personalities may be heard, the editor is responsible to supply the continuity which turns five individual units into one smooth program.

So that "Radio Magazine" would build both advertiser and listener acceptance as quickly as possible, strong assistance is being given by way of promotion, by means of newspaper advertising, a heavy schedule of radio pointers and screen slides, whilst an attempt is being made to tie all advertising in at the point of sale with suitable display material, all of which will prominently mention the program.

Letters to the editor, competition entries and mail from satisfied listeners are already of sufficient volume to indicate the success of this new feature and already 12 quarter-hour periods have been sold to five advertisers, three of them national.

LONG-WINDED COMMERCIALS MUST GO

AMERICAN BROADCASTERS TAKING ACTION

Something Similar Required in Australia

Nobody in commercial radio circles in Australia can fail to notice that the many trends in American radio sooner or later are reflected here.

The latest report shows that long-winded advertising messages on radio will be frowned upon by the industry's leadership as never before.

The National Association of Broadcasters is on the job, and the grace period is over with the early enforcement of the code of the N.A.B., and getting down to the serious application of that code with no fooling and no cheating.

The penalty would be loss of public confidence in radio sincerity, and that is something the trade in Australia can very well take to heart.

To prove further its ability to self-regulate its own excesses the radio industry's leadership met recently to map out ways and means to persuade radio advertisers not to resent the stop-watch on their "gabbiness."

The N.A.B. Code Committee is examining the problem of preventing chiseling in respect to copy.

While co-operation generally has been gratifying, the ethics enforcers have run up against some real worries and various stations are upset about diversion of business in instances where long-winded blurb-writers or sponsors do not like the use of a stop-watch on their plugs. Nothing serious had come up in the way of violations, up to November, though some clarifying interpretations were necessary.

Missionary work among the agencies and station representatives is one of the principal obligations which, no doubt,

(Continued next page.)

U.S. BROADCASTERS CLAMP DOWN ON "WINDY" COMMERCIALS (Contd.)

the Federation of Broadcasting Stations in Australia must assume, as likewise the American body has done. Requirements of the code of ethics do not seem to be understood or appreciated by many time salesmen or program promoters. The United States broadcasting industry is faced with some defections from its own ranks, as well as continued resistance from the sponsors and the middlemen.

Over in America they have time limits on their commercials, and it is a great pity that more stringent application of this requirement is not enforced in Australia.

Some of the lengthy commercials that are listened to throughout the Commonwealth, even some of those emanating from many of the biggest advertisers and biggest agencies, give more than is desired for the listeners to be sufficiently appreciative of the products to support the sponsor by buying the particular goods.

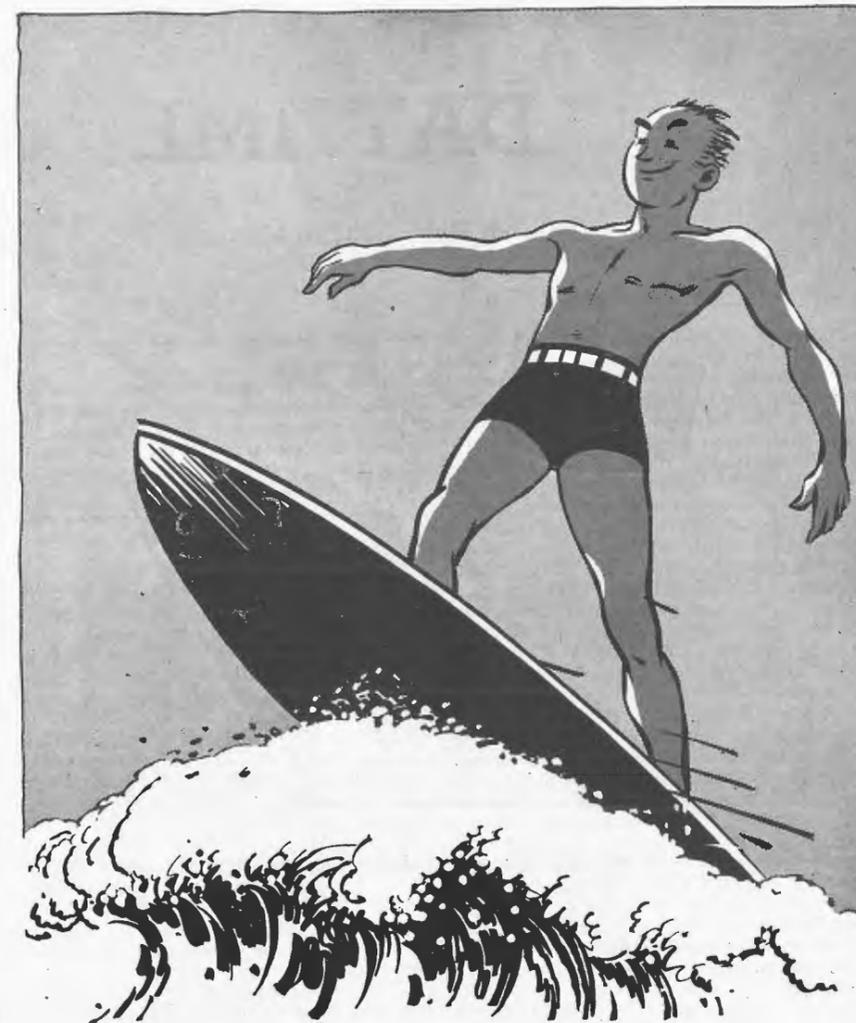
The N.A.B. committee is convinced that not only radio, but sponsors, will profit from living up to the limitations which are intended to meet listener complaints about an excess of plugs. Radio missionaries will argue that advertising is more effective when there is enough "white space" to arouse attention and curiosity of the prospective customer.

Apparently they are experiencing the same thing in America as is done in Australia by station salesmen, because they say: "The station reps. as well as some copy writers are guilty of making things tough for the N.A.B. members. When pressed by a potential advertiser, some of the middlemen (reps.) have been willing to promise everything but the control board in order to get a signature on a contract."

Free offers is another of the more troublesome matters in U.S.A. as well as in Australia. For some reason, in recent months, broadcasters have been deluged with disguised advertising for which no compensation is proposed. It is pretty tough when they come at the free publicity racket. Some highly respectable and well-known agencies and advertisers have been trying to snare gratis time on far-fetched pretexts and a system under which all member stations will help discourage this scheme is desired. Proposed contingent deals have become quite numerous and in some cases, it is hard to draw the line.

Agencies will be asked to help discourage clients, notably trade associations, from trying to put over programs that masquerade as sustaining and non-commercial.

This is a question that stations, advertisers and agencies can well give a lot of thought and practical application in Australia.



RIDING THE CREST

SOME MEN are always 'Riding the crest'; others seem to have a gift for picking the 'Dumpers'. It is simply a matter of recognizing opportunities and seizing them. To keep its clients 'on the crest' has been The Weston Company's job for over 38 years. The measure of its success may be seen in the fact that the Company's original clients are still with it and that those who have joined during the intervening years have rarely changed.

Under the Weston Company's guidance, broadcasting has produced outstanding results in over 56 campaigns.

The Weston Company Pty. Ltd.

« ADVERTISING SERVICE AGENTS »
CHAMBER OF COMMERCE BUILDING
GEORGE & GROSVENOR STS., SYDNEY
Established 1901 BW 1337 (5 LINES)



DAYTIME

(By Tom Holt, General Manager, 3XY).

For each 10 sets tuned at night there are between 30 and 40 listeners, while in the daytime for each 10 sets tuned there are but 10 listeners. As the 10 daytime listeners are women, who buy more than 80 per cent of all goods purchased retail, it would seem that the other 20 to 30 listeners in the evening are quite superfluous as far as so many advertisers are concerned. The texture, size and mood of this daytime audience changes throughout the day. Our experience on 3XY has shown that in the morning, "convenience goods" such as tea, flour and lines that are bought solely on brand names produce the best results, while in the afternoon the best results come from "deliberative goods" such as insurance, investments, high-price furniture, etc., but definitely all these goods sell effectively in the daytime period as it is apparent that women, to many advertisers, are the sole market.

Our programs have been highly developed and are worthwhile in the practical sense to women who respond by listening regularly. A woman spends twice the time listening to the radio as does her husband, the average man. The advertiser who regards her as the most important member of the family and does much to win her attention and confidence realises that she is a much more difficult person to sell than the average man because of her capacity to distinguish between the appearance and the substance. Any departmental store manager would rather have 1,000 men in his store than 1,500 women, but women are the active buyers, and despite the difficulties in selling them he has to be satisfied to have women since men seem to have made them the purchasing agents for the world. Experts claim that housewives purchase 80 per cent of all goods sold retail. That may be an exaggeration, but I believe they directly influence more than 80 per cent of all retail sales. Household necessities and a good deal of entertainment are obviously under the government of the housewife, and she is often the person to go to when less obvious transactions occur, even to the investing of the family's savings.

Women are Practical

The realism and practicability rests with the fact that women are subject to a more intense competition between themselves than are men—their every action has an essentially practical aim, which is quite different amongst men who are more hopeful and less realistic than women. Men hide the fact that they defer to women's greater sagacity by calling it "her intuition," but every

"It is always the intelligent housewife who initiates action towards increased amenities in living, and provides the stimulus for the social and cultural improvement in the home."

man knows that her judgment in matters of capital concern is more subtle and searching than his own. The truth of this assertion is revealed in examining the situations which arise out of purely technical problems, such as putting on a new clerk or extending credit to a customer—on such trivial subjects no man, except a consciously inferior and henpecked husband would consult his wife, but not even the most egoistic man would fail to consult his wife in taking a partner into his business, or in standing for some public office, or the marrying of his daughter or son. Such things are of paramount importance. They lie at the foundation of well-being, and they call for the best thought, so man recognising the superior mental grasp of women consult her, thus allowing women to decide the larger questions of life. It is of major importance to the advertiser selling high-priced goods to realise this and gain the co-operation of the woman in influencing the purchases.

The popularity of our practical sessions such as health talks, household economy talks, beauty, fashion, foreign affairs, cooking, mothercraft are further evidence of a woman's rational mind. To isolate the medium to higher rental groups, talks on interior decoration and book reviews are successful, while the interest of lower rental groups can be captured with cooking recipes and household hints and popular entertainment.

The average housewife has few constructive interests outside the home, and this increases the intensity of her personal outlook, revolving as it does around her home and her family. Most of her thoughts are in terms of her home and family, her appearance, her friends, and her garden. Advertisers have successfully capitalised on this personal outlook by challenging women to outdo their neighbours and friends, urging her to be more attractive, to cook better meals, bring up happier children, and so on, which things never fail to arouse her interest.

It is always the intelligent housewife who initiates action towards increased amenities in living and provides the stimulus for the social and cultural improvement in the home, and so leading the family to a fuller enjoyment of living. The women listener's interests provide a wide field of entertainment and information for the advertiser to choose from for use as the vehicle to carry his message. The sphere of her influence in retail purchases make it necessary for every advertiser to bring his goods to her notice.

Movie Quiz Winners Gain £100 Worth of Furniture

The 2KY Radiatorium was crowded to capacity on Tuesday, January 14, when 24 grand finalists in the Hollywood Movie Quiz appeared on stage to compete for the four major prizes of furniture to the value of £100.

Compered by the Hollywood Reporter (Mr. Ben Bernard), who arranged that every contestant choose his (or her) own question enclosed in a sealed envelope, this final night provided the audience with many a thrill, and the grand finalists with an exciting experience.

On stage with him were managing director, B. Bear, of Goodwoods Ltd. (sponsors of the feature); a representative of Angus and Coote Ltd., who acted as timekeeper; and Mr. Harcourt Garden, of 2KY.

The prizes were awarded to the competitors who answered their questions correctly and in the quickest time. Top marks went to Miss V. Hutchinson, of St. Peters, whose reply shot out in 7/10th of a second, winning her first prize of a 50-guinea bedroom suite, awarded by the sponsors.

After presenting the prizes to the four lucky winners, Mr. Bear expressed his acute satisfaction with the results of the contest, and announced his intention of sponsoring a further series of the Hollywood Movie Quiz—same time—same place—same station. He mentioned his pleasure at being once again associated with 2KY. Having been a continuous advertiser with 2KY for nine years, he knew that his present campaign would achieve outstanding success. Silver cups (awarded by Paramount Pictures and 2KY) were presented to each of the 20 grand finalists.

The curtain rose on Series 2 of the Hollywood Movie Quiz at the 2KY Radiatorium on Tuesday, January 21.

As well as the weekly awards of theatre tickets, the Hollywood Reporter is offering £5 every week to the listener who can trip him up with a question relating to motion pictures released within the last 10 years, which he still can't answer after seven days. Theatre tickets are being offered to the listeners who send in questions for the quiz unable to be answered by the contestants. A limit of 50 is placed on the number of questions any one competitor can enter.

The major prizes to be awarded at the end of six months are similar in value (£100 to the previous successful contest).



Attuned to the



N.C.B.S. has built and holds its enviable place in the minds and hearts of a million listeners because it keeps attuned to the lives and interests of the community it serves.

War news—services of information to farmers, housewives, sportsmen—and the last word in programme entertainment—these things have made the ZB stations a part of the daily lives of the progressive, spending New Zealand community.

A network of 4 stations covers the entire Dominion, with no overlapping and no competition. The ZB Stations take your message into more homes than any other combination of media in New Zealand.

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



"Personalities" Plus Program For Daytime Pull

Melbourne station 3UZ has tackled the daytime programming problem with a double-barrelled method. Featuring two outstanding women personalities during the day they rely, on the one hand, upon the direct appeal and approach of a "personality," and on the other hand upon the "personality" pull plus program features. The advertising profession's maxim "It's results that count" certainly applies to these two 3UZ personalities — "Penelope" and "Stephani."

Penelope broadcasts from 9 to 11 every week morning. **Hatchers Laundries** in Melbourne have advertised with her every day for seven years. **"Chic" Millinery** have likewise been in Penelope's session for seven years.

"Manon" Shoes have never been out of Penelope's time for the same period. In fact, Manon consider Pen's advertising value so highly that they recently had eight thousand photographs of her photogravured for "Manon" clients who request "Penelope's" photograph.

Bissel's, the opticians, has sponsored a quarter hour with Penelope every week for the last seven years, whilst **Catanach's**, the jewellers, have been with her every day for four years.

Penelope has a natural "heart to heart" style that is very easy to listen to, and certainly rings true with her listening friends.

Stephani Bini presents "Ninety Minutes," a concert program from 1.30 to 3 o'clock on Tuesday, Wednesday and Thursday. On Monday and Friday, owing to suburban community singing sessions, she commences at 2 o'clock, and therefore labels the program on those days "Sixty Minutes."

Both Sixty and Ninety Minutes is a concert program in as much as a carefully selected and balanced program of music is offered in ten minute or quarter hour units. For instance, sentimental, love-song types of records are grouped together under the heading of "Scrapbook," "Etchings in Ivory" are, as the name implies, pianoforte discs, "Welcome to Kinsfolk" introduces Australian artists, and so on.

Features of the week include a gardening session which is really an extension of the Children's Grub Club, which as "Fay" Stephani has been conducting over the past five years. The Grown Up Grub Club is on the air at 2.30 every Wednesday, and from time to time professional gardeners are invited to speak.

Friday's session includes "By Invitation Only," which presents people of note and interest in a series of interviews. This presentation brings to the microphone all types of people doing all

types of work, authors, artists, craftsmen—anybody, in fact, with a story to tell. Another featurette is "Ballet for Everybody," which is conducted by a guest speaker, and unfolds the stories of the ballet with illustrative music.

Stephani claims that her Ninety Minutes is not essentially a women's session—that the interest is general. A five minute talk at the beginning of the session—as the overture to the afternoon—concerns unusual ideas about food and home management. Otherwise the whole program is designed for a general audience. All questions on home management and cookery are cared for by Stephani and answered by mail.

Among the sponsors of Ninety Minutes are: Shine Removing Service, Spry's Corn Flakes, W. A. Blake Pty. Ltd. (Sundowner Brand products), Jeanette Fleurs (florist), Milady's Rest Lounge, Australian Gold Buying Co., Theiler's Hairdressers, Joan Kemp, Model Frock Shop, "Elizabeth Rose" Beauty Specialist, Farne Fish Paste, Doris Winter, "Make-ups," Peak Frean, Eunice Roberts' Pottery Shop, Lillian Randle, Hair Specialist, Aspro, Scrubb's Ammonia, Monarch Laundry, Miss Bryce, Ladies' Dressmaker, Ballay Pills.

In addition to this early afternoon session, Stephani, as mentioned previously, has conducted the children's session every Saturday morning over the past five years. Lately, in conjunction with Tiny Snell, she has presented "Fun Corner," relayed to Shepparton at 9 o'clock every Saturday morning.

Daytime Quiz for County Council

The Sydney County Council Electricity Undertaking is supporting a daytime quiz show, organised and broadcast by 2UW. Pictures show Vernon Lisle and Cecil Scott conducting the "Cookery Quiz" before a crowded audience at the County Council's demonstration kitchen.



WINGS AROUND AUSTRALIA

Following the success of recent broadcasts from 'planes during trips between Brisbane and Adelaide, the idea of doing something more ambitious occurred to 2UE Sydney management.

After some negotiation they were able to secure the co-operation of Australian National Airways and Airlines of Australia, whose extensive air routes cover our Continent, and plan a "goodwill air flight," the object being to send station representatives so that they could, with the aid of 2UE's portable recorded secure interesting and informative recordings from every corner of Australia.

Accordingly, Harry Withers, 2UE's early morning announcer, and Neville Merchant, recording expert, set off on the first section of their 'plane trip which took them from Sydney to Thursday Island, northernmost part of Australia. On returning to Sydney they collected a new supply of recording discs and rejoined the 'plane on its trip through Canberra, Victoria, Mt. Gambier, Adelaide and the surrounding districts.

They arrived back in Sydney with a fine collection of material, hundreds of incidents having been recorded. For example, the story of a little known district could best be told by a local identity, so many local personalities were brought into the spotlight to tell their stories.

Miss Lynn Foster and Bruce Anderson have been working on the editing of this material, which is now set up in complete quarter-hour sessions, which will be presented, not only from 2UE but also from stations in the other capital cities.

Kingsford Smith Colleges Pty. Ltd., in conjunction with Australian National Airways and Airlines of Australia, are presenting the programs under the title "Wings Around Australia," each Sunday and Wednesday at 6.45 p.m. from 2UE.

A venture such as this entailed a terrific amount of organisation, for the furthestmost points of the continent had to be visited in the shortest possible time, a condition fulfilled only through the advantage of air travel, and it is interesting to observe the tying-up of two of the greatest forces in modern life—radio, and travel by air.



Vacuum Oil Back on Air

The Vacuum Oil Company has returned to radio advertising.

It is about two years now since this progressive company used radio as a national venture. The campaign which covers all States in Australia, took weeks of preparation, and it is pleasing to report that daytime advertising will be used on nearly every station, apart from the evening announcements.

The success of this campaign, which has been placed by Paton's will be watched with interest, as it is expected that if the necessary results are obtained, the Vacuum Oil Company may be in the market for a large campaign, such as the one they used when they sponsored that fine program "Ports of Call" throughout Australia.

A.A.N.A. to Help D. of I.

The appointment of an Advisory Advertising Committee to assist the Department of Information was announced last week by the Minister for Information, Senator Foll. The committee will comprise Messrs. Frank L. Gray (Lambert Pharmacal Co. of Aust., Ltd.), Chairman, J. G. Lee (Atlantic Union Oil Co., Ltd.), E. W. Foster (Lustre Hosiery Co., Ltd.), L. Chirlian (Lewis Berger and Sons Aust., Ltd.), and H. E. Flynn (Paramount Film Service, Ltd.).

The committee was nominated by the Australian Association of National Advertisers, which had placed its organisation at the Government's disposal. It also offered the services of its secretary, Mr. C. Roy Stanley, as honorary secretary of the committee.



O. F. Mingay in Camp



Oswald F. Mingay, managing editor of "COMMERCIAL BROADCASTING," and managing director of Australian Radio Publications Pty. Ltd., goes into militia signals camp Sunday next, February 2, for three months. He is lieutenant in the 1st Cavalry Div. Signals.

During the last war, Mr. Mingay served in the A.I.F. Signals, 1915-19.

In his absence, news editor L. Lippmann will be in charge of "C.B." matters.

"The association has offered its services entirely on a voluntary and honorary basis," said Senator Foll.

Perpetual Emotion . . .

(By Katherine Best, from "Readers' Digest," May 1940, condensed from "The Saturday Review of Literature.")

"Eighty-four per cent of all daylight time on the air is devoted to 'true-to-life problem dramas.'" Six times a day there are three serials running simultaneously; three times there are four. By six o'clock Friday evening, America's serial fans are supercharged with crises in sex, self-preservation and family life. There are 40,000,000 of them—women for the most part—and they constitute the most loyal, unabashed, insatiable audience ever unearthed since the art of public enlightenment was conceived. For them, radio script writers like Mr. and Mrs. Frank Hummert, Irna Phillips, Elaine Stern Carrington, Gertrude Berg, and some two dozen others, concoct daily dilemma-dramas which ease drudgery at the drainboard and sell soap at the counter so successfully that 30,000,000 DOLLARS A YEAR DAY-TIME RADIO BUSINESS HAS RESULTED. SIX MANUFACTURERS SPONSOR TWO-THIRDS OF ALL THE DAYTIME SERIAL HOURS; soapmakers first, breakfast foods second, drugs third.

GETTING RESULTS FOR ADVERTISERS

... "PENELOPE" OF 3UZ

221 letters in reply to one 25 word announcement on January 16, 1941 . . . that's Penelope of 3UZ! If you want any more PROOF of the RESULTS Penelope gets for the advertisers in her daily morning sessions — well, just ask any of the advertisers.

"STEPHANI" OF 3UZ . . .

And in the afternoons? Why, it's Stephani Bini and her "Ninety Minutes"! She is also famed as Colonel Stephani in "The Battle of the Sexes"—and for the advertisers in her sessions she GETS RESULTS!

3UZ . . . MELBOURNE'S MOST PROGRESSIVE STATION

45 Bourke St., Melbourne, C.1. MX 3529, Cen. 572.

Sydney Rep.: 5-7 Barrack St. B 2085.



Advertisers Should Not Miss Golden Opportunity

(By S. Morgan, Managing Director 3KZ Melbourne.)

There is no doubt that many advertisers are missing a golden opportunity in not making more use of day-time programs. This may be partly due to the fact that stations, as a whole, have not devoted sufficient concentration to the worthwhile job of selling day-time. If salesmen on all stations studied the position more closely, and specialised programs were prepared by the respective program departments, the salesmen would become more "day-time minded" and the result would be better day-time business for all stations.

The presentation of good sustaining features (provided costs permit) is a sound policy, because this develops regular listening habits and attracts more attention to the day-time position on the part of agencies and advertisers. I know that I am always glad to hear of a program doing a good job on any commercial station, because it all helps to prove that the day-time is a field rich with opportunities.

During the past twelve months 3KZ has succeeded in directing some of the spotlight toward day-time programs by presenting various "women appeal" attractions, a few of which are as follows: "One Girl in a Million," "John Halifax, Gentleman," "Strange as it Seems," "The Prince of Story Tellers," "The Boy Friend," etc. The results are very encouraging, as for instance the last named feature, which is a participation program placed at 3 p.m. to 4 p.m. Monday to Friday inclusive, will soon be occupying additional time.

During the past two years American stations have improved their day-time figures to a considerable extent by im-



proving their programs and applying concentrated selling effort.

Our percentage of renewal contracts is very high and many of our day-time clients have been with us for eight, nine and ten years, proving that they know when they are on a good thing, and they accordingly stick to it.

On a per listener basis I consider that Melbourne presents to advertisers the most economic "radio buy" in the Commonwealth. It is generally conceded that day-time rates in Melbourne are below what they should be, and possibly this may have a wrong psychological effect on some advertisers. If this is so, Melbourne stations would be wise to increase day-time rates, but while the position remains as it is there is certainly a golden opportunity for many advertisers to come to the party.

1941 P. & A. PARADE Melbourne and Sydney Tie-up

For the sixth successive year 3KZ is to present the P. & A. Parade, but this year this interesting feature will be heard in a somewhat different form. Instead of the whole program emanating from 3KZ, and being radiated over the usual network, half of it will now come from 3KZ and half from 2UE Sydney.

This will probably mean a more severe test for all artists during the elimination period, and it is sure to produce even a higher standard of entertainment than in previous years. The network will be the same as 1940.

The Q. & A. Parade, the summer show which replaced the P. & A., will finish on February 16, and the 1941 P. & A. will commence on the following Sunday, February 23.

Stores that Bank on Daytime

Two of Sydney's most progressive department stores, Murdochs Ltd. and Winns Ltd. have important program features on 2SM, each of which is specifically designed to attract store traffic as well as to entertain and interest the daytime listening audience.

Every Friday afternoon at 3.30 p.m. 2SM presents a big community broadcast from either the Camperdown or Redfern store of the "Winn's Five Friendly Stores." The broadcast originates alternately from each place. Listeners may go along to the show in the store, no admission is charged and all are welcome. Apart from the ever-popular community singing, variety acts are staged by Fred Webber and Cliff O'Keefe, and several outstanding members of Uncle Tom's Gang. There is also a mannequin parade and the awarding of prizes for certain customer contests; calls are also given for special occasions to oblige customers and listeners. Big crowds attend these weekly Winn's broadcasts.

"The Customer Speaks," presented from Murdochs' by 2SM Monday to Friday at 11.30 a.m. for the past 12 months, still draws increasing crowds to the store where the broadcast originated, and pulls a wad of mail from listeners sending questions to be used in the broadcasts.

YEARS PROVE CONSISTENT DAYTIME AUDIENCE

An example of the vast and consistent daytime audience available to a broadcasting station is shown by regular high mail response containing entries for the "Katy and John" session broadcast by 2UW Sydney, Monday, Wednesday and Friday's at 10.30 a.m. for a quarter hour.

Session has been running over four years three days a week at the same time, and is under the sponsorship of Metropolitan Groceries (Sunny Grocery Stores).

Cliff Arnold at the piano, and Shirley Haffner are currently revealing the story of Katy and John. The original team were Arnold and Hilda Morse.

The idea is that Shirley Haffner relates the story of Katy and John until she arrives at an appropriate line and stops. Arnold then plays a popular song, the title of which suitably carries on the story. For example:—

Haffner: "Katy and John walked on until they came to a small stream and to cross it they had to get into" . . .

At this stage Arnold might play "Your Tippy Canoe."

Listeners are required to guess the title of the number. About four numbers are included in each session.

Originally five prizes a week were distributed. Now it is 100 a week. During the time the show has been on the air over 120,000 entries have been received.

"Australia's Amateur Hour"

An Immediate Success

"Australia's Amateur Hour," the new Lever Bros. show which commenced over a 25 station hook-up last November, has been an instantaneous success. Nine programs have so far been on the air, each one consisting of ten acts by talented amateurs, and the quality of the acts, and the general entertainment value of the program have already created a great audience.

Of those who have appeared on the program so far, just over 25 per cent have received professional jobs, and the volume of enquiries from prospective bookers has increased with every week's program.

Entry forms for "Australia's Amateur Hour" have been sent to enquiries as far afield as Cairns and Perth, whilst amateurs have been brought from Melbourne and Brisbane to Sydney to appear on the program.

The set-up of the organisation for the program is unique. Headed by Harry Dearth, who produces and comperes the show, "Australia's Amateur Hour," has Dick Fair as assistant producer, while Roy Maling, noted musical director, has charge of the musical arrangements and auditions for the program. Richard White acts as Mr. Dearth's personal representative in the search of talent, and he is travelling constantly throughout the Commonwealth.

Latest acquisition to the staff is Frank Browne, well-known journalist and publicity man, who handles the script writing and publicity for the program.

Listeners are invited to vote for those they like on the program, not because



A corner of the "Australia's Amateur Hour" office on Thursday night. To cope with the tremendous number of telephone votes that pour in every Thursday night, in support of the various acts on the program, it has been found necessary to install 20 telephone lines, with an operator for each one. The average number of calls per minute is 60.

it is a contest, but as an indication of popular tastes, and to accommodate the enormous number of telephone votes every week, it has been found necessary to install 20 'phones.

Each Thursday night at 7.45, the 'phones are plugged into a special rotary switch, and from then on to 9.30—a half-hour after the show goes off the air, the 20 telephonists are busy recording votes for the various amateurs, and during the peak period, from 8.45 to 9.15, just over 2,000 votes are usually received—an average of over three calls per minute per 'phone.

January "Rate Book"—due off the Press NEXT WEEK. 5/- per copy.

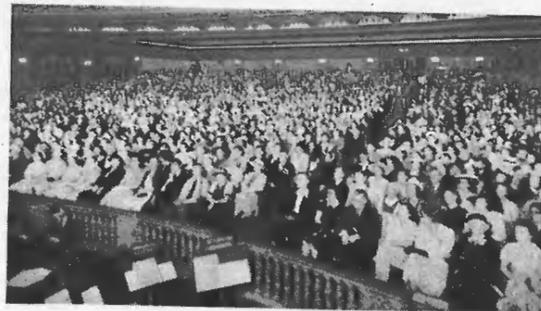
They Won Fame Through Famous Daytime Feature

One of the earliest barrackers in the agency field for daytime sponsored radio was Mr. S. A. Maxwell, of Trans-Radio. Back in 1935 Trans-Radio had organised and had on the air in Sydney "The Women's Magazine of the Air"—a daytime program unit carrying split sponsorship between at least four retail stores—which was designed specifically to appeal to women listeners. The feature grew from one hour to three hours, remained on the air for 18 months during which time it was relayed over a network of stations.

Mr. Maxwell, who is still an ardent supporter of daytime radio features, recalled the other day a number of now well known radio personalities and performers who had found the "Women's Magazine of the Air" their first rung on the ladder to success. At one time Miss Annas Gale was editress; she is now the leading woman announcer in New Zealand. Joan Reid, now of 2CH, was six months in the program. Alan Toohy, now with 2UE, "broke in" to radio via the same feature, while Ward Leopold, now with Columbia, was its producer. Wilson Ewart and Os. Wenbun are two other well known radio actors now who started with "The Magazine." It was Wenbun's "break" with the "Women's Magazine of the Air" that decided his future career when it was a toss up for him whether he followed the stage or became a brick-layer!

PACKS BRISBANE'S LARGEST THEATRE

Over 2,500 people fill Brisbane's Regent Theatre every Wednesday from 12.55 to 2.15 for the 4BH community concert and jackpot session, compered by personality announcer, George Hardman. Just another indication of radio's vast daytime following.



OVERELLS SELECT 4BH WOMEN'S SESSION FOR 8 DIRECT ANNOUNCEMENTS DAILY

Another Brisbane Department Store, Overell's Ltd., realising the value of 4BH DAYTIME SESSIONS, has contracted for 8 direct announcements in the Women's session between 8 and 12 a.m. daily, from Monday to Thursday.

MR. ADVERTISER . . . Brisbane's 6 largest department stores use 4BH.

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

PERSONALS

W. D. ("Bill") Ogilvy, well known Sydney rep. for 2KM Kempsey during 1940, has been receiving congratulations of "the trade" on his recent appointment as advertising manager of that station. He will remain stationed in Sydney. Ogilvy entered advertising 12 years ago, and prior to that he was six year sales manager of Paraffine Cos., Inc. He joined the N.S.W. Railways Publicity Department in 1929, and seven years later resigned to become advertising manager of the Australian Medical Journal, and was later in a similar capacity with "The Countrywoman." He joined 2KA in 1939 and transferred to 2KM early in 1940.

Mr. A. Bassor, managing director of Saunders', the jewellers of Sydney, who are old established radio sponsors, is holidaying up Terrigal (N.S.W.) way. A complete businessman's holiday from all reports—or should we say from lack of reports—for he is staying somewhere where he cannot be reached by phone or even radio!

And speaking of sponsors, there's another well known supporter of the medium who is "out of town." He is Mr. Sam Lands, of "the palace of gems," in Sydney. Mr. Lands is in camp. His son, by the way, is in the navy. Meantime Mrs. Lands is holding the fort in Liverpool Street. Lands is an ex-Digger of the last war, and in the intervening years has devoted thousands of pounds worth of his booked air time in the interests of the returned soldiers and their families.

A visitor to Melbourne last week was Macquarie's Reg. Lane, who was returning home to Sydney after a hurried visit to Tasmania. By the time this reaches print Reg. will be back in camp.

Announcer John Walker, of 2UW, had a lucky break last week when he mentioned in the course of conversation with one of the station's sponsors that he was going to Inverell for a holiday (Inverell being the home town of Mrs. Walker). The sponsor immediately offered Walker the use of his car—a big comfortable one—for the trip.

Secretary of 2KY, Bob King, was back in Sydney last week after a fortnight down south in the Apple Isle, where he had a complete holiday. "Didn't even see a broadcasting station," he confessed to "C.B." on his return. Bert Beaver, 2KY manager, is currently holidaying.

Mr. Brown, Jr., of W. W. Campbell and Co. Ltd., the big Sydney furniture warehousemen, who is an ardent surfer, spent his recent vacation at Dee Why. He returned to the office last week browner than ever!

3AW's publicity officer, Derrick Warren, has been away from his desk for the past two weeks—nothing serious—just annual holidays.

Assistant manager, Roy Russell, of 3DB-LK, is another well known radio identity who has been away from his desk for a while. It was serious so perhaps Roy would sooner tell all about his operation.

Technician Gil Miles, who for the past four years has been located with 7HT Hobart, called on "C.B." in Melbourne recently. Gil looked the picture of health and will soon be found with a mainland organisation.

A few years back Miss Lola Stevenson and Ron Ingleby both worked at 5DN. Time passed and Lola was to be found in the library of 3DB, while Ron was at 7HT Hobart. More time passed and now Mr. and Mrs. Ingleby are both in Hobart. The happy couple were married in Adelaide early in the year, and while late, may we extend our congratulations.

Now that his facial expression is back to normal, we feel safe in recording the fact that sales rep., Olaf Abramowski, of 3UZ, found that a telegraph pole was stronger than the front end of his car. Stitches are out and Ab. is now his former self.

John Watson, of the Macquarie Network, is evidently one of those "still going strong" guys. A couple of week ago John swam into the finals of the N.S.W. 110 yards backstroke championship. Although not a place-getter in the final which was won by Empire Games representative Roth Basingthwaite, John Watson was quite satisfied, for as he said, "It wasn't a bad effort for an old man. It was 1930 when I first swam in the N.S.W. championship and held the 220 yards State record—to be able to race with the boys after 11 years in the sport is very satisfying."

GOODWOODS SIGN FOR HOUR SHOW SUNDAYS

Goodwoods Ltd., enterprising house furnishers, under the management of Mr. Bennie Bear, have signed with 2UW for a series of 60-minute musical presentations to be broadcast from 1 p.m. to 2 p.m. each Sunday—the first presentation having taken the air on January 4. Vita-

WALTER PYM JOINS 2UW

Walter Pym, well known Melbourne radio star as compere and actor, has joined 2UW Sydney.

He is now compering some of the important units of the 2UW three hour



Walter Pym now with 2UW Sydney.

audience participation presentation broadcast from the Assembly Hall in Margaret Street, Friday nights, and will very shortly make his debut in the big 2UW Cowell's two-hour community concert at the Sydney Town Hall. He is also doing a spot of announcing in the peak hours of the evening.

Copies of the book . . . "Enemy Within" are still available to broadcasters who seek a profit-earning service to their listeners. Write Australian Radio Publications Pty. Ltd., 146 Foveaux St., Sydney, for terms of this service.

tone Wide Range Recordings of world celebrities will be used in these musicals. In addition, this sponsor, through 2UW, will broadcast the Boys' Town Variety concert from the stage of the Tivoli Theatre on the following Sunday nights at 10 o'clock, February 9 and 23, March 9 and 23, May 4 and 18, April 6 and 20, and June 1 and 15.

Agencies

Broadcasting Executives Meet Stan Quinn

Mr. Stanley Quinn, who recently arrived from America to join the radio division of the J. Walter Thompson Aust. Pty. Ltd. Agency in Sydney, was introduced to broadcasting executives over cocktails at the Blue Room, Usher's Hotel, January 20. Sam Dobbs, Tom Fruthers, Harry Dearth and Phil Mygatt were the hosts.

The guests included Mr. V. M. Brooker (2CH), president of the Federation of Broadcasting Stations, C. T. Sproule, E. Howell (A.W.A. Broadcasting Department), C. F. Marden, F. E. Levy and George Edwards (2UW), H. G. Horner, P. Campbell, S. Clarke (2GB), L. P. Quirk (2SM), Hon. R. A. King, M.L.C. (2KY), J. Ridley (2GZ), A. C. Paddison (2KA), A. Fairhall and E. S. Cox (2KO), F. Pierce (4CA), A. E. Lawrence (4TO), H. B. Wilson (3BO), Leo Finn, Ike Phillips, A. D. Bourke, Don Scott, F. Thompson, C. A. Monks (station reps.), W. A. Donner (Columbia), D. M. Fegan (Aust. Record Co.), A. F. O. Brown (A.F.C.B.S.), W. J. Martin ("Radio Pictorial"), J. B. Lillis ("Wireless Weekly"), and L. Lippmann ("Commercial Broadcasting"), Mr. Mal Verco and Terry Dear (3AW).

Mr. E. J. W. Caldecoat, of Reuter's Agency, is back on deck after being away from the office for over two months. One month was unhappily spent in hospital, and the rest of the "holiday" went to the cooperation account.

Des. Pulbrook, manager of the radio division of Gotham Agency, has shaken the city's dust from his feet and his desk pad is neatly clipped back to Monday, February 3. Culburra, a secluded beach resort near Nowra, is his "hide-out," and it is understood the fish down that way are getting a bad time of it.

N. V. NIXON & CO. PTY. LTD.

New Address

125 COLLINS ST., MELBOURNE. C.1.

New Phone No.

CENTRAL 1160-61.

WE apologise to all representatives who may have been inconvenienced by our hurried move—made necessary by the Canteens Board taking over our premises at 39 Queen St., from January 4th.

NIXON AGENCY CHANGES ADDRESS.

With the Canteens Board taking over their offices at 39 Queen Street, Melbourne Agency N. V. Nixon and Co. Pty. Ltd. spent most of Xmas in changing their premises. N. V. Nixon and Co. Pty. Ltd. are now to be found on the second floor, 125 Collins Street, Melbourne.

Frank Browne, who joined the J. Walter Thompson Agency recently, and is now handling "promotion" and script for "Australia's Amateur Hour," was a former news editor of "Smith's Weekly" (1933-35). He was re-write man on "Chicago Tribune," 1935-37. Returned to Australia in September '37 to do U.A.P. election propaganda. Joined Metro-Goldwyn-Mayer in charge of Press Relations and Exploitation, at the beginning of 1938, and remained with them until joining J. Walter Thompson's in December. Writer of fiction and articles in "Man," and other magazines, and papers, his work includes serials in "Man," and two sporting novels, "Come Back Trail" and "Glass Jaw."

Nixon Agency have advised that contract renewal has been signed on behalf of the manufacturers of Perfection Tobacco with stations 5DN and 5RM covering the feature "Topiquiz," which now enters its second year over these stations.

The manufacturers of Nugget Polishes have released through agency, Samson Clark, Price-Berry, an extensive scatter campaign in several States, according to advice received at this office.

Sam Maxwell, chief of Trans-Radio Agency, Sydney, has returned to the city after a fortnight's vacation "with the family" at his charming cottage at Oak Park, near Cronulla.

Fred Harris, contact man and research officer of Trans-Radio, who has been with the agency almost since its inception, has been called up for the A.I.F. (he enlisted for the signallers a long time ago). He went into camp this month at a country centre.

Forthcoming Special Issues of COMMERCIAL BROADCASTING

Special Issues on—	Copy Closes	Issue Out
"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.

GOING UP, SIR?

Are your sales figures going up—or do they need a lift? A carefully planned campaign on 3KZ will help you move even your most obstinate lines. Let us help you to start those sales figures going up, sir.

3KZ MELBOURNE

"Go West, Young Man" TO 3HA
 "Go East, Young Man" TO 3TR
 "Go North, Young Man" TO 3SH

The rich Victorian country districts outside the range of Melbourne stations, offer unlimited opportunities to enterprising advertisers—and the outstanding coverage of the popular V.B.N. stations is your surest medium for reaching favourable, purchasing audiences. Let us prove that the V.B.N. should be in your next allocation.

The VICTORIAN BROADCASTING NETWORK

HEAD OFFICE: 239 COLLINS ST., MELBOURNE — MX 4731
 SYDNEY: MACQUARIE BROADCASTING SERVICES, 29 BLIGH STREET, PHONE B 7887



Enterprising Business Executives in both Retail and National Spheres agree that the potency of the Broadcasting Medium can play a major part in building sales volume rapidly and in extraordinarily full measure.

All agree, too, that the method of using this powerful Sales Building Medium calls for the greatest care NECESSITATING THE EMPLOYMENT OF TRAINED SPECIALISTS.

"Give us the facts," they say, "give us the man who knows how to use those facts in true relation to our Goods and our selling facilities." "Where," they ask, "can we obtain 'SPECIALIST' PERSONNEL AND MACHINERY which will not only make a success of our Radio Campaigns, but which can be depended upon to safeguard our radio appropriations and the goodwill of our institution."

Admittedly, experienced men and machinery to meet such requirements are limited . . . but at least there is one efficient "Specialising Organisation" which can and DOES fill all these exacting requirements. That organisation is TRANS-RADIO. TRANS-RADIO provides the facts — the man — the "specialist" personnel and machinery, by means of this unique and exclusive set-up:—

1. Trans-Radio is an organisation composed of Commercial Radio Specialists — Copywriters — Producers — Artists and Announcers, etc.
2. Trans-Radio maintains an excellent Radio Market Research Division which KNOWS the facts — What "time" and Program to buy or create — what station or stations to select — in short, the "what" — "how" — "when" and "where" of broadcasting.
3. Trans-Radio's Campaigns are directed by a successful merchandising mind—a man who,

previous to his broadcasting work, won distinction as a brilliant salesman and sales organiser in the practical field of salesmanship. Add to this invaluable AUDITORY sales training—several years' broadcasting experience in the studios — Directing — Producing and announcing — and you have the creation of the ideal Radio Campaign Director.

4. Finally, Trans-Radio's record is possibly its best recommendation. Look over the list of Companies which they continue to service on the merit of their work.

Originators of many new and constructive major advances in co-ordinated merchandising, the Trans-Radio Service is fundamentally one of the most skilled and progressive Broadcast advertising services in Australia — just the service you may have been looking for . . . (See policy in centre panel).

Clients Served

- The Australian Alliance.
- British General Electric Co. Pty. Ltd.
- Briteshine Manufacturing Co. Pty. Ltd.
- Clements Tonic
- Derrin Bros.
- Elliotts & Austen Pty. Ltd.
- McDowells Ltd.
- W. H. Paling & Co. Pty. Ltd.
- Wenzel & Co. Pty. Ltd.
- F. S. Walton & Co. Pty. Ltd.
- Crundalls Ltd.
- Royal Automobile Club of Australia.
- W. Winn & Co. Pty. Ltd. (Newcastle only).
- Bebarfalds Ltd. (Newcastle and country only).

The Central Pharmacy operating the Master Contract Pharmacy for Drug Houses of Australia.

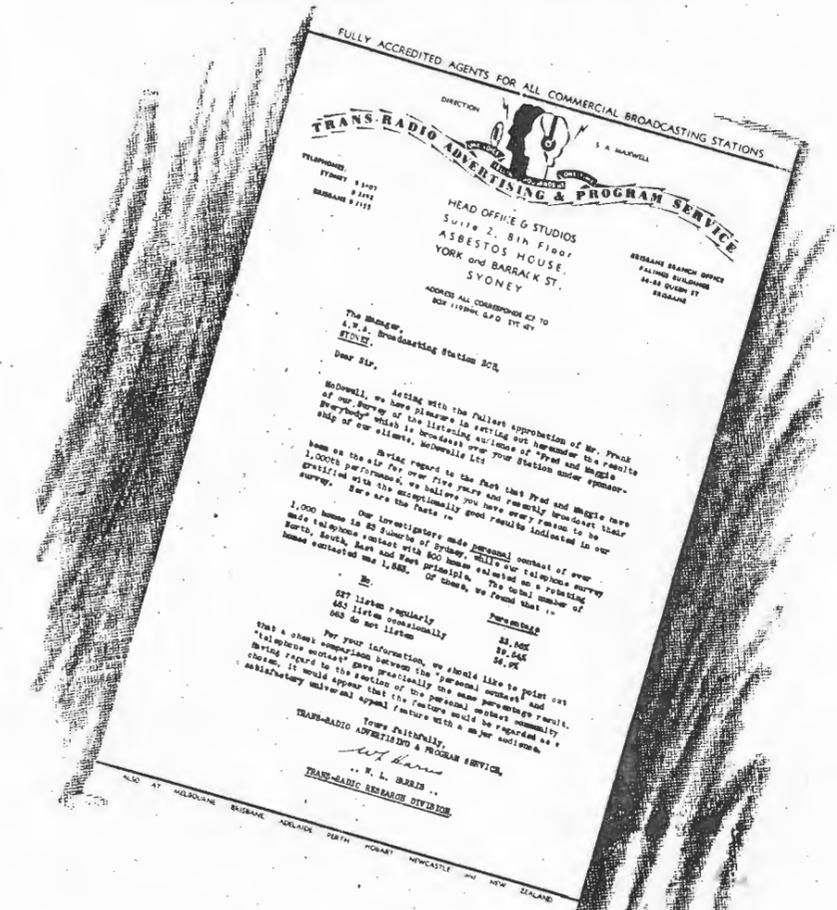
ACCOUNTS POLICY: Trans-Radio handles only accounts on a NON-COMPETITIVE, non-interfering mutually strong and effective coordinating broadcast service.

Trans-Radio's successful campaigns and programs include: LYNNE — JAN RUBINI — GATH — TO FAME — ROADWAY TO FAME — LIFE STORY OF SANTA CLAUDE — UNITS OF EMPIRE — FRED AND MAGGIE EVERYBODY — HYMNS FOR ALL CHURCHES — BILLY BUNTER — GREYFRIARS, ETC.

What we can do for others we can do for you
AN EXAMPLE

Mr. Frank McDowell, Managing Director of McDowells Ltd., the great Retail Store of King and George Streets, Sydney, asked for a check upon the audience coverage of Fred and Maggie Everybody, which is broadcast over Station 2CH at 8 p.m. every Monday, Tuesday, Wednesday and Thursday. Within 24 hours the Trans-Radio Research Division organised a door-to-door and telephone survey. Here is the result:—

No.	Percentage.
527 Listen Regularly	33.56 per cent.
463 Listen Occasionally	29.54 per cent.
563 Do Not Listen	36.9 per cent.



Thus, Trans-Radio, by Specialised Service, safeguards its clients' appropriations and Goodwill, adhering strictly to its policy that REWARD MUST FOLLOW SERVICE!

Operating Over an Australian Wide Network of Direct Branches and Associate Services

HEAD OFFICE AND STUDIOS
ASBESTOS HOUSE, 67 YORK ST., SYDNEY.
B 5407 B 2892

MELBOURNE
REPRESENTATIVE: H. W. MACKAY
OSBORNE HOUSE, 397 LITTLE COLLIERIE ST.,
MELBOURNE, C.1. MU 1302.

BRISBANE
BRANCH MANAGER, E. EDMONDS,
PALING'S BUILDINGS, 86 QUEEN ST.,
BRISBANE. B 2155.

NEWCASTLE
BRANCH MANAGER, R. EVERARD,
PALING'S BUILDINGS, 78-80 HUNTER ST.,
NEWCASTLE. N'cle 1758.

A.W.A. Broadcasting Conference Provincial Managers Meet in Sydney

Commencing on Monday, January 20, the managers of provincial broadcasting stations of Amalgamated Wireless met in conference with principals of the A.W.A. broadcasting department at the head office of the company, the discussions continuing throughout the week.

By the exchange of ideas, inspections of technical equipment, studios and various aspects of commercial broadcasting the visitors gained much valuable information which will be of inestimable value in carrying out their work in their various outposts. Not the least important aspect of their visit was the inspection of the modern technical equipment and studios of Station 2CH which they saw in operation at both day and evening broadcasts during their stay.

The first inspection of 2CH opened the proceedings of the conference after which the visitors' time was devoted to a discussion of administration, presentation of programs, production, women's league activities, and other matters scheduled on the agenda.

On Tuesday, January 21, at an informal dinner held at Petty's Hotel, the general manager of Amalgamated Wire-

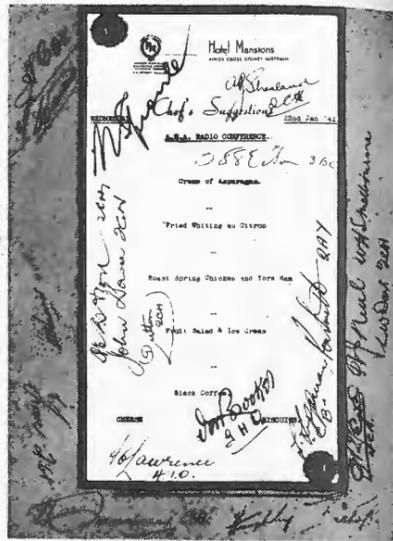
less, Mr. L. A. Hooke, met the visitors, extending a cordial welcome to them to Sydney and expressing the hope that all would benefit from the discussions at the conference. Present also at the dinner were the assistant manager of A.W.A., Mr. J. L. Mulholland, the secretary, Mr. J. F. Wilson, the manager of the broadcasting department, Mr. V. M. Brooker, the assistant manager of the department, Mr. T. Spencer; manager of 2CH, Mr. A. E. R. Fox; the advertising manager, Mr. C. T. Sproule; and the sales manager, Mr. B. C. Button.

At another dinner and "get together" at the Hotel Mansions on the following night, an opportunity was provided for the visiting managers and their principals in the broadcasting department to meet on equal terms.

During the latter half of the week, in addition to further discussions on broadcasting matters, the visitors studied the process of recording programs, both dramatic and musical, and witnessed the actual recording of the production, "Inspector Hornleigh Investigates." They also saw the recording of a musical production under the direction of the 2CH program director, Mr. Humphrey Bishop.

The visitors attended the 2CH audience participation program, "Take It or Leave It—Double or Quits" and "Sing-song and Sport" Friday night program conducted by Mr. B. C. Button. An inspection was also made of the A.W.A. works at Ashfield.

Those who attended the conference were: Messrs. H. J. Neill, head of the A.W.A. broadcasting department in Melbourne; H. E. Cox, the Brisbane representative; Ron Smith, 2AY Albany;



Souvenir of the A.W.A. Broadcasting Dept.'s dinner to visiting A.W.A. country station managers—a well autographed menu.

John Dower, 2GN Goulburn; J. K. Lowe, 2GF Grafton; H. B. Wilson, 3BO Bendigo; F. R. Pearce, 4CA Cairns; A. E. R. Lawrence, 4TO Townsville; and W. O. Kinane, 4WK Warwick.

Tradition of Service

The dinner given by the Broadcasting Department to the visitors at The Mansions Hotel provided an opportunity for the managers and department executives to get together in a informal atmosphere for an interchange of ideas, experiences and reminiscences.

The Broadcasting Department was represented by Messrs. Tom Spencer, assistant manager, Humphrey Bishop, production manager, Tom Sproule, advertising manager, and Messrs. Reg Fox, manager, Bert Button, sales manager, A. B. E. Sharland, chief engineer, and Lance Dart, publicity officer of 2CH. The Press was represented by Messrs. Lippman and Travanner ("Commercial Broadcasting").

(Continued on page 28.)



At the conference dinner given by A.W.A. to visiting A.W.A. country station managers at Petty's Hotel. On the left side of the table (centre) is Mr. L. A. Hooke, general manager, A.W.A.; and on his right, Asst. Mgr. Mr. J. L. Mulholland. Beyond Mr. Hooke is Mr. J. F. Wilson (sec. of the company), Mr. V. M. Brooker (manager, Broadcasting Dept.), then Messrs. Dower (2GN), Lawrence (4TO), Fred Howell, H. E. Cox (Brisbane rep.), H. J. Neill (Melbourne rep.), C. T. Sproule (advertising manager broadcasting dept.), J. K. Lowe (2GF), W. O. Kinnane (4WK), A. E. R. Fox (2CH), Ron. Smith (2AY), and B. C. Button (2CH). At the extreme left corner is Mr. Tom Spencer, assistant manager, broadcasting department; on his left is Mr. Humphrey Bishop (production manager), then F. R. Pearce (4CA); in the foreground H. B. Wilson (3BO).

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

ABOUT

PROGRAMME HEADQUARTERS

ARTRANSA

PLAYING TIME TO PICKUP

INSIDE START
331 R. P. M.

DAYTIME PROGRAMMES

Copyright subsisting in this record is strictly reserved. This transcription may be broadcast only in accordance with the terms of the hiring contract.

ARTRANSA PTY. LTD., 29 BLIGH STREET, SYDNEY

THEY'RE REAL DAYTIME SHOWS—

Specially Produced
For Feminine Listeners—

Available at Prices to
Meet Daytime Rates

And Include the Finest Shows
Made to Appeal to Women

"LEAVES FROM THE OTHER WOMAN'S DIARY" (52 x 15 min. ep's.)

"DOC SELLERS' TRUE STORIES" (130 x 15 min. ep's.)

"COURT OF HUMAN RELATIONS" (13 x 30 min. ep's.)

"I WANT A DIVORCE" (52 x 15 min. ep's.)

"LADY COURAGEOUS" (78 x 15 min. ep's.)

"LOVE STORY GIRL" (65 x 15 min. ep's.)

"DREAM MELODIES" (52 x 15 min. ep's.)

"OUR NEIGHBORS" (52 x 5 min. ep's.)

"GREEN HOUSE" (65 x 15 min. ep's.)

"SUNNY SIDE" (39 x 15 min. ep's.)

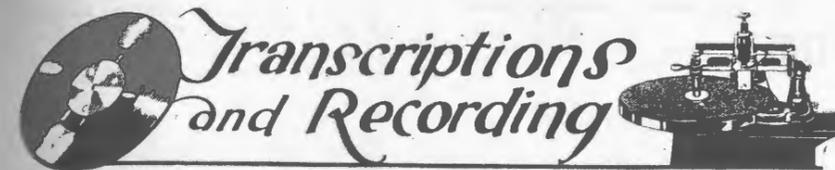
ETC. ETC.

ARTRANSA PTY. LTD.

29 BLIGH ST. or
SYDNEY.
B 7887.

VICTORIAN REP.—
HUGH ANDERSON,
130 EXHIBITION ST.,
MELBOURNE, C.1.
CENT. 4366.

SEND NOW
for Special
Daytime
Brochure
"FROM SUN-UP
TO SUN-DOWN"



"Daytime is Right—If You Use It Right"

(By James Joyce—Artransa Pty. Ltd.)

Much advice is being handed to radio advertisers regarding the wisdom of using daytime periods, and many arguments are being used to support the campaign.

Naturally, broadcasters are anxious to fill these hitherto little used times, owing to heavy night bookings; also, for the very good business reason of selling a maximum amount of time.

There is no doubt whatever that daytime sessions are valuable to very many sponsors. The proper use of such sessions has achieved some amazing results and will continue to do so, but some advertisers have had unsatisfactory experiences.

There must be a reason for this lack of success. Unfortunately, many time-buyers find the reason in the old objection of radio being no good for their purpose, but this is true only when a carefully thought out and planned campaign has not been undertaken. There are many proofs that radio will sell anything, but only under the above conditions.

It's not so long ago that the suggestion that an advertiser should buy a special program or build his own distinctive presentation was met with horrified arguments about expense.

Is there a program salesman who has not been asked, "Why should I buy time and then spend more money on a program when the station will build one from its record library at no extra cost to me?"

Such programs have had their successes and failures, but this weakness is evidenced by the remarkable development in night time sponsored sessions. There is more than one instance which proves that in order to make money it is necessary to spend it.

However, some of the earlier problems still exist so far as daytime usage is concerned. There is still a lot of "hit or miss" about it.

We know of the huge spending power of the housewife and we know she listens during the day—usually, to some favourite program or personality.

She does not listen for odd announcements which may filter through her set—if she hears them, she may be attracted, but more often than not, can't this be classed as "hit or miss"?

Where is the wisdom in paying good money for station time and then not using it to its fullest possibilities for influencing sales? Do you get only half dressed before going to work?

Isn't it better business to endeavour to attract her—claim her attention and obtain her interest regularly?

Only two things will do this—personality or program. The use of a particular personality is limited by either, availability when required or over-use detracting from its original value.

I'll assume an advertiser agrees with me so far and decides to explore the possibilities of a good program.

Station rates are costing less than in the night schedules, so he reasons that his program cost must be proportionate. All right—what formula is he to use? Let us look at some of them.

Station Personality: That can be good buying providing it is a strong one and suited to the job in hand, and further—used in a distinctive presentation. Quite often, the value is wasted by placing the entire burden on the personality who has to carry weak copy linking a series of psychologically inconspicuous gramophone records.

Special Personality: Many successes have been made by the use of a good voice which is keyed and closely identified with the product or service being offered. However, it is not easy to find free-lance voices which will build the large following, so essential if satisfactory results are to be obtained.

Recorded Music: Some very appealing presentations have been built, but there might be a similar program on either side of yours. Similar presentations are probably on other stations at the same time. Does this session have the power to pull listeners? Will it make them remember to tune in again?

Stunt Programs: By this, I mean anything novel or unusual. Broadcasts from stores and feminine assemblies would come under this heading. There are, have been and will be some good ones, but they are in the minority. I wonder if they continue to pull over a period. Don't they lose their novelty after a time?

One-man Programs: These include talks on a variety of feminine interests and undoubtedly, many of them have



James Joyce admits he has an axe to grind in this short thought-provoking article, but we feel that few will disagree with his logic on the question of the necessity for program value in daytime radio.—Ed. "C.B."

great value. However, their success is entirely dependent on the strength of the personality or the copy used.

Transcriptions: Yes, you've been waiting for the grinding of the axe, haven't you? It's being ground in a common cause, though. Let me anticipate some possible arguments or objections.

You ask what can a transcription do that can't be done by these other types of program. The answer is: "Everything and nothing." It depends on comparative strengths—pulling power—ability to make Mrs. Pursestrings want more.

(Continued next page.)

Recordings
that
LIVE
are disced on
AUDIO
The **SUPERIOR**
Australian-made Disc
AVAILABLE FROM
A.M. CLUBB & Co. PTY. LTD.
76 CLARENCE ST. SYDNEY-B3908

"DAYTIME IS RIGHT TIME" (Contd. from page 23)

A good transcription can have those attributes. A lot of money goes into one of these features, so it is planned to do a job. It has to appeal through the emotions—to activate the imagination—to let that dear little woman relax in an aura of romance, castles in the air, sentiment and pathos. She sees herself reflected in some of those characters.

Before giving that the loud laugh, ask yourself, "Who buys all the pulp magazines—the 'True Confessions,' 'True Romances,' 'True Love Stories,' film fan publications, cheap novelties, etc., etc."

Make no mistake—it isn't only women in the lower wage groups who read them. We might be a little surprised if we looked at the bookshelves and magazine racks in our own homes. I seem to remember something about "Judy O' Grady and the Governor's Lady . . ."

You may grant me this point and ask if there are transcriptions which meet that demand. Of course there are. Almost any program producer can let you hear a selection of them.

In answer to the inevitable, "But will women listen to them?" let me refer you to your preferred station, where

you will, no doubt, be given more than a few instances.

Then you say, "Very well, but how can I afford one of those costly productions for my daytime period?"

That's a fair question. Transcriptions are far too costly to produce for daytime sale only, but there is a way out.

Numerous successful shows have already had good sales in other centres and can therefore be released at prices which meet daytime allocations.

Another thing. Have you ever considered using a second release of a popular series originally broadcast some time ago? Here again, you have an economic possibility.

The transcribed program does give individuality to your presentation. It has its own plot, situations and characters, which build an interested and faithful audience. It is that audience which buys your goods.

No doubt, you can think of other arguments, but there is no argument which will support unplanned advertising.

Your business is the manufacturing and sale of goods to the public. The

use of radio as an advertising medium is the business of the station, the program producer and the advertising agent. Get together and you'll get results.

Don't buy any program—recorded or live—just because it sounds good. Analyse it and its possibilities. Having made your decision, don't simply put it on the air and sit back ready to count the results.

Let your listeners know about it—sell them the idea that it is going to entertain them.

Remember, no matter what you are selling over the counter, over the air, you are selling entertainment. If your program doesn't command an audience, the accompanying commercials won't command sales.

Don't ever buy or reject a program because of your personal reaction alone. What you and I like or dislike is not necessarily what your buying public will or will not accept. The wise advertiser realises this and does not hesitate to take his problems to the people whose business it is to solve them for the benefit of all.

"BILLY BUNTER OF GREYFRIARS"

A.C.A. Sponsorship in Sydney

The Australian Chemists' Alliance, consistent users of the broadcast medium for advertising, will shortly feature a program through 2UE Sydney, Tuesdays and Thursdays at 7.45 p.m. The serial to be used is the J.A.D. production, "Billy Bunter," which has been released by Celebrated Artists' Program Exchange.

Commencing date is scheduled for February 4. The booking follows the successful inauguration of "Billy Bunter" for this sponsor on 2WL Wollongong and 2KO Newcastle several weeks ago.

It is also of interest that 52 episodes in the "Billy Bunter" series were purchased by the New Zealand Broadcasting Service as soon as it was released some time ago.

Few men, women or children in the British Empire do not know "Billy Bunter." The appeal of the program should therefore be assured.

The adventures of "Billy Bunter of Greyfriars" have been published in "The Magnet," leading schoolboys' weekly paper for the past three decades, and it was through an arrangement with the publishers of "The Magnet" (Amalgamated Press, London) that Trans-Radio, Sydney, several years ago secured the radio rights for an adaptation for radio.

Mr. A. S. Maxwell, of Trans-Radio, had the rights for the radio production of "Billy Bunter" for a long time before a completely successful group of players could be got together for the purpose of the various characterisations.

(Continued col. 1 opposite page.)

Daylight Does Pay

A Reply to a Critic of Daytime

(By J. MALONE—J. Malone Advertising, Sydney.)

In the issue of November 7, 1940, "C.B." published some opinions of leading advertising agents regarding radio prospects for 1941. I was particularly interested in the comments of Mr. Noel Nixon, of N. B. Nixon and Co. Pty. Ltd. He said that in his opinion, daytime advertising was not good enough to show consistently good results. My experience has been altogether different, as results achieved by my clients during the daytime have been, to say the least, absolutely amazing.

Briefly, I should like to point out why I consider daytime advertising show such consistently good results. It has the advantage of being able to give the smaller advertiser the chance to place his goods before an audience mainly comprised of women who are 75 per cent purchasing power of the community. For a small outlay, daytime advertising also gives the advertiser continuity, which is the only successful way in which to advertise.

As wireless is the main source of entertainment during the day, women are naturally in a receptive frame of mind as they realise that without radio, the continuous household duties would be somewhat drab and uninteresting, and they are therefore quite happy to take notice of the announcer when he asks them to purchase goods from So and So.

During daytime there is such a won-

"BILLY BUNTER" (Contd.)

Soon after Jack Davey commenced his business of J.A.D. Productions (since disbanded), Mr. Maxwell opened negotiations with him for the production of "Billy Bunter," with Davey himself in the title role. Though production was by J.A.D., ownership of the program remained with Trans-Radio and subsequently Celebrated Artists' Program Exchange.

John Appleton is responsible for the script, and he also produced the series.

Evidence of the presumed universal knowledge of the characteristics of "Billy Bunter" can be found in a recent London cable published in the Sydney press, which stated: "Sumptuous hampers, that outdo anything Billy Bunter ever dreamed about, are arriving for Australians by every ship from Australia. . . ."

One of the idiosyncrasies of the famous "Billy Bunter" in his insatiable appetite for good food.

Supporting Jack Davey in the radio show, "Billy Bunter of Greyfriars," are Peter Brunton Gibb, Charles William Redmund Phillips, Les Fiddes, Fred McIntosh, Ronald Morse, Howard Craven and John Appleton.

derful variety of music which means that the housewife can continue to go about her duties without having to give too much attention to the radio, but all the time sub-consciously listening to the recordings and announcements. Not that I do not believe in sessions during the day as a session broadcast at a convenient time gives the housewife a much needed break so that she can sit and listen to her favourite session.

Daytime, as I have pointed out, is comprised mainly of women listeners who, in the evening, leave the wireless to other members of the family as she considers they are entitled to have their choice of the magnificent entertainment provided by the commercial stations during the evening. I really do not think that radio stations have exploited to the full, the possibilities of daytime advertising.

Notes from Abroad

Some interesting shifts of big programs and sponsorships thereof occurred late in the year in America. The Lever Bros. Co. now have a solid hour of entertainment on the Blue Network of the NBC on Tuesday night, beginning from November 12 last, when it took over "Grand Central Station," a dramatic program formerly sponsored by Lambert Pharmaceutical Co. on the Columbia Broadcasting System. The program is aired for Rinso over about 46 stations, and on the same date Lever Bros. shifted, "Uncle Jim's Question Bee," formerly broadcast on behalf of Spry's to the half-hour beginning at 8.30 p.m. This was the spot occupied by the famous "Information Please," sponsored by Canada Dry Ginger Ale Inc. That program has shifted to the Red Network under the sponsorship of American Tobacco Co.

When Campana Sales Co. (makers of Italian Balm) ran off its "first-nighter" program over the Columbia Broadcasting System early in November, it completed ten years of broadcasting under the same formula which governed its initial effort on the NBC Blue Network back in 1930. Italian Balm is a hand lotion which not only pioneered a particular type of program in the United States, but also did a pioneering job on cosmetic advertising. A special article dealing with the Campana campaign over ten years will appear in an early issue of "C.B."

THE HIGHLIGHT
OF THE
NIGHT

2SM SELLS MORE!

Station 2SM 46 Carrington Street Sydney—B7294

A Landmark
In Daytime
Too!

2SM SELLS MORE!



Accent on Human Interest in Daytime Programs

(By D. R. Armstrong, acting manager 3AW Melbourne.)

Overseas information bearing on the subject of daytime selling shows very conclusively that special features aimed at the women-folk have achieved enormous popularity, and advertisers have been keen to note the amazing scope and power of this type of program.

Human-interest stories are the "pullers," and undoubtedly the women-folk are very receptive to sales messages merchandised with these programs.

From an economic point of view, the local advertiser must know that a campaign can be used on four or five days per week over a station, at a cost of approximately one-third to one half of what it would cost him for a similar feature at night. Granted your daytime audience may possibly be only one-third of the night listening audience, BUT—and it is a very big "but"—that one-

third of the listeners—the housewife—is the all-important fact as regards the exploitation of daytime features in the home. It is her listening time, and undoubtedly sponsors are given unique opportunities for presenting an appreciative program, plus goodwill, plus their sales message.

I believe that fundamental facts such as the above result in the following reaction:—

- A tremendous amount of advertising, in different forms of presentation, is presented throughout the run of the campaign, thus covering every selling angle of your clients' products.
- A systematic daily habit of listening is formed when a sustained feature is used.
- Long-run serials offer an oppor-

tunity for effective merchandising as the characters are on the air long enough to utilise in advertising displays, etc. Another point to consider is the very friendly atmosphere developed by association with the characters of a human-interest serial. As will be appreciated, listeners, themselves, live the lives of the characters who are portrayed and, consequently, eagerly welcome the characters into their daily routine, and are particularly receptive to the commercial announcements.

Daytime selling must expand during 1941 as never before in radio's short but astounding history.

One point stands out very clearly, that the advertiser who cashes-in on this form of publicity is going to be in the very same position as his contemporaries in America, where the Daytime serial and Daytime Selling has reached terrific proportions.

How English Confectionery Trade is using Advertising in Wartime

The trend of leading manufacturers in Britain to concentrate on goodwill advertising was broadly discussed in a recent issue of "Confectionery Production."

The article stated that a study of the advertisements of the chocolate and confectionery industry at the present time shows a tendency on the part of the advertisers to derive the utmost benefit from the wartime conditions. First and foremost is the food value that can be obtained from the various lines offered, a policy which has been stressed in these columns on various occasions.

"With everybody's thoughts and energies bent on one goal, it is natural that an appeal which stresses the food value of sugar and cocoa is bound to have more effect than anything else. The wisdom of this course is exemplified at this time, when anything approaching luxury is severely frowned upon.

"Cadbury's have typified this style of advertising by their now well-known display, 'If it is chocolate, then it is food.' This bald statement conveys everything that is necessary, without stressing any particular line, which in the present circumstances might be invidious.

"Another form of advertising, which runs the former very closely, is that which appeals to the requirements of the Fighting Forces. We notice with interest that one firm specialising in liquorice goods are very much up-to-date. Within a week of the memorable evacuation at Dunkirk this firm's advertisements were based upon the public appeal for sweets for the troops, suggesting that their products were ideal for the purpose.

"Another famous house, making the same type of lines, has for some months put out an original display under the title: 'Entertainment for the Forces.' In all of these we see the prevailing

(Continued opposite page, col. 1.)

Among the Sponsors

The Rural Bank of N.S.W., in association with the Bush Fires Advisory Committee, is resuming sponsorship of the "Radio Terror" session, to be given in 26 five-minute sessions. The shows provide powerful propaganda for safety in the use of fire, and demonstrate ways and means of combating bush fires. Sessions are to be given three times weekly over stations 2GZ, 2KA, 2NZ, 2XL, 2DU, 2PK, 2RG and 2WG. John Appleton is the script writer, and in one case is dramatising an actual fire that occurred during 1940.

Stations 3BO, 4CA and 4TO have been added to the schedule of stations broadcasting the Kellogg's program, "Martin's Corner." This four nights weekly program is a firm favourite with audiences everywhere.

The Lever Bros.' programs, Lux Radio Theatre and Australian Amateur Hour, are now broadcast from 4BU Bundaberg; also the Persil and Solvol features, "To-day's Children" and "Bob Dyer."

For the first time, the makers of Vita-Brits are using an extensive radio campaign in New South Wales. They are sponsoring the feature "Imperial Leader" from Station 2UE four nights weekly, Monday to Thursday at 7.15, and recorded minute announcements are being used on Stations 2TM, 2LM and 2KO. The contracts were placed by The Paton Advertising Service Pty. Ltd., Melbourne.

The Radio Division of The Paton Advertising Service Pty. Ltd. is now handling Spry's Corn Flakes account. This agency's faith in daytime campaigns is shown by the fact that only daytime sessions are

Wartime Advertising

(Continued from opposite page.)

influence of wartime, colouring, and lending atmosphere to publicity. In the circumstances, with the whole nation concentrated on the effort to win, it can hardly be avoided, and on the whole shows an intelligent use of what would otherwise be a very depressing circumstance.

"Another striking feature becomes apparent, and that is, in spite of the shortage of materials, and the obvious fact that none of these firms who are advertising can hope or even expect to fulfil all the orders they may obtain, they still consider it worth while to continue national advertising. This can only be explained by the realisation of the fact that unless the firm's name and products are kept constantly before the public there is a very real danger of eclipse.

Furthermore, the fact that advertising expenditure up to the limit of the qualifying period in pre-war days will be allowed by the Government in taking into consideration the working expenditure of any organisation, when computing for excess profit duty, greatly assists manufacturers in keeping their names before the public.

"It should be borne in mind that lower expenditure on advertising does not necessarily mean that the saving thus effected can be utilised in other directions."

being used for this season. Stations participating in the daytime campaign are 2GB, 2SM, 2UW, 3AW, 3DB-LK, and 3UZ.

Contract renewals for 1941 have been made by Agency Goldberg's on behalf of A. F. Brockhoff and Co. Pty. Ltd., the well known biscuit manufacturers and users of air-time. Renewals call for scatterers and 100 words, and will be used over Victorian and Tasmanian stations.

J. A. Booths Pty. Ltd. who, for the past 10 months to the end of December, 1940, sponsored the £1,000 Talent Search put out on the air from the Assembly Hall in Margaret Street, by 2AW, are now sponsoring the 45-minute feature broadcast from the Assembly Hall each Friday night at 9.30—the presentation being billed as "The Radio Revue," and features 2UW's popular team of entertainers, guest artists, and "Tut" Coltman's Band.

Bevilles have resumed sponsorship of the feature program "Cupid's Court" from 3KZ, Tuesday nights at 8 o'clock. The account is handled by The Paton Advertising Service Pty. Ltd., Melbourne.

SYLVIA ASHBY and MARKET RESEARCH

The services of my Market Research organisation are offered to Individual Firms and to Advertising Agencies on behalf of their clients.

I have devoted the past fifteen years to intensive study of Scientific Market Research—was five years abroad with firms specialising in Market Research, Public Opinion Polls and Point of Contact Surveys, which I am in a position to undertake for clients in any part of Australia at short notice.

My staff is carefully chosen and thoroughly trained.

During the last four years I have conducted over 100 Researches and Surveys for leading Australian firms and will be pleased to help with your problems. Phone B 4042, or write to SYLVIA ASHBY, MARKET RESEARCH SPECIALIST, The Herald Building, 66 Pitt Street, Sydney.

RADIO MAGAZINE



IT MAKES DAYTIME PAYTIME FOR YOU!

The most popular daytime programme in the Newcastle and Hunter River area of 250,000 people has developed almost overnight! It is the new 2KO RADIO MAGAZINE, bringing headline features of women's interests into the home, at a time when the listener's interest is most receptive. A limited number of "page features" are still available for sponsorship for the alert advertiser who seeks to influence the woman buyer in her leisure moments.

An Afternoon Success Story

"Radio Magazine" offers listeners twelve different programme features weekly, among which is the Comedy Page, the "Procera" Quiz. Over 600 entries (on the Procera Bread label) are received monthly for this 4 p.m. page of "Radio Magazine." Other sponsors who report excellent results are W. Winn and Co. Ltd., and Howard Harris.

A BROCHURE ABOUT THIS NEW SELLING FORCE IS YOURS FOR THE ASKING

From the
Newcastle Broadcasting
Co. Pty. Ltd.
Sydney Office, Phone B 5370.



WHY WOMEN LISTEN AND BUY!

- "WAKE UP TO WITHERS" . . . from 6 a.m.
- TAL ORDELL TELLS A TALE . . . 9 a.m.
- "WOMEN'S INTERESTS" (Mrs. Filmer & Miss Shaw) . . . from 10 a.m.
- SI MEREDITH'S SERIAL STORY . . . 12 noon.
- A.S.B. SPORTING SERVICE . . . Sydney & Melb. Racing.
- "OUR NEIGHBOUR," with Tal Ordell . . . 2 p.m.
- "TEA TIME TOPICS," with Sid Everett & Colina Lynam.
- "LISTENERS' GET-TOGETHER" . . . Thursdays 3 p.m.
- "FUN TIME" for the children . . . 5.15 p.m.
- DONALD DAY'S CHILDREN'S PROGRAMS . . . 5.30 p.m.

DAY-TIME OR ANY TIME YOU GET RESULTS!

Radio 2UE's DAYTIME PROGRAM

Several Big Sponsors Swing to Daytime

One of the developments in 2GB Sydney over the past year was the creation, in association with the Macquarie Network, of an organisation specifically planned to develop daytime selling and daytime programs.

The result locally was seen, when two old-established night accounts, Grace Bros. Pty. Ltd. and Winns Pty. Ltd., transferred wholly or partly to daytime, while many new sponsors also were induced to test daytime selling. Apparently they found it good.

Nationally, the most important development in the sponsorship field was the Australian-wide campaign arranged on behalf of Berlei Ltd., involving the presentation of a program "Beauty in the Balance," which was specifically built by Macquarie for this client.

The transfer of Winn's sessions was more than interesting, because this well-known retail house had for many years conducted intensive campaigns in the night session, using as many as six quarter-hours weekly for the presentation of an outstanding serial entertainment.

As a tentative trial of daytime pulling power, it was arranged that Winns agreed to sponsor "True Stories" twice weekly at 4 p.m. The result was so favourable that the daytime coverage was extended to four afternoons weekly at the same time. That arrangement in turn proved so satisfactory that late in 1940 a renewal of the contract was arranged throughout the whole of 1941, involving the four quarter hours weekly, in addition to the two night sessions.

Last week saw a further development in the daytime presentation, when the time on Thursday was extended to half an hour for the broadcasting of "Winns Radio Matinee," a half-hour live artist revue, staged in the company's restaurant.

The store show broadcast was exploited by Winns last year when "Mirthquake," a 90-minute presentation was staged at the conclusion of business on Friday nights. He drew a packed audience of more than 300 each week, and one 30-minute period was broadcast. Much the same arrangement will operate this year, with one fundamental difference, that the show will be staged in the company's restaurant on Thursday afternoons, and 30 minutes of it will be broadcast.

Grace Bros. had long used 2GB night time, and shortly after the transfer to daytime was arranged last year, the sponsor put the daytime advertising to the test. The feature was "Chasing Your Troubles Away," presented by Ellis Price, four afternoons weekly at 2 p.m., and on one day commercial announcements were devoted to publicising an exclusive dress offer. The company subsequently reported that "the response was somewhat overwhelming, and that the question of daytime pulling power was answered.

The trend towards daytime sponsorship among retail stores was emphasised also when McDowells Ltd., took over the sponsorship of "Hymns of All Churches," three days weekly. At the end of the trial period the sponsorship was extended to five days weekly, where it remains—Monday to Friday at 9 a.m.

Recently too, yet another retail store decided to capitalise on the daytime audience when S. E. Chatterton Pty. Ltd. decided to sponsor a session, "The Verse of the People," in Arundel Nixon's daytime presentation under the heading of "Downstairs with Arundel Nixon." In the session Nixon comments candidly in his own particular style on verses sent in to him for criticism, and the "downstairs" angle is stressed in every mention of the sponsor whose premises are below street level.

Daytime selling also received a great endorsement when the Sydney County Council renewed sponsorship of "Banish Drudgery" on 2GB five days weekly at 10 a.m. for the sixth consecutive year, at the same time retaining the 100 per cent increase in time arranged in 1939. The pulling power of the session is instanced by the fact that no less than 45,287 recipes were supplied to listeners during 1940 through the session in response to direct mail requests.

The essential point on which the 2GB daytime campaign was based, has been the emphasis on the announcers featured in the daytime schedule. Seven personalities—Robin Ordell, Eric Colman, Judith Young, Mrs. Stelzer, Arundel Nixon, Frank Sturge Hartly and Arthur O'Keefe, in that sequence present the daytime program, and particularly in the sale of direct announcements, emphasis has been laid very strongly on the personal popularity which each announcer enjoys as much as on their own ability as salesmen and saleswomen.

Particularly interesting in that regard is the recent appointment of Miss Judith Young, who was lifted over night in a sensational rise to present the 2GB women's session, and with Arthur O'Keefe, the 2GB children's hour. Miss Young, as a member of the sales staff of Murdoch's Ltd., made an outstanding success as the original "Isabel," presenting Murdoch's fashion sessions on several stations, and she has won quite extraordinary laurels during the short period in which she has been at the 2GB microphone.

In the field of direct announcements by the way, a recent analysis of the 2GB schedules showed that Millards Pty. Ltd. have used 2GB daytime continuously for 12 years, Fisher and Co. (Phosphorine) for 10 years, A. W. Allen Ltd. for 10 years, F. H. Faulding and Co. Ltd. for 10 years, Peek Frean (Aust.) Pty. Ltd. for 7 years, J. R. Love and Co. Ltd. for 6 years, Frederick Stearns and Co. for 5 years, and Elvy and Co. 5 years, etc. Additionally, in the 2GB daytime schedule for 1940 there appeared the names of more than 100 well known advertisers.

Tributes to A.W.A. When Country Station Managers Meet

(Continued from page 20.)

It was not a night for speeches, everyone agreed, but the opportunity was taken to honour several worthy toasts.

The toast to A.W.A. was proposed by Mr. Humphrey Bishop. He referred with feeling to the great sense of tradition which had been built up within the wide ramifications of the A.W.A. organisation—a tradition of service and of discipline which had spelled progress, and written achievement. There was one guiding genius behind it all—Sir Ernest Fisk—a great man, in a great job. Since he had joined the organisation, said Mr. Bishop, he had been struck with the quiet efficiency and discipline and atmosphere of tradition within it. Whence had this sense of tradition come, in so short a span of 20 or 30 years? But when he learned that so many of its executives—so many of those now present—had belonged to the sea and British ships, much was explained.

Supporting the toast, Mr. Reg Fox said that the great A.W.A. building in York Street, which most of the country managers were seeing for the first time, was in itself a symbol of all that A.W.A. stood for—progress, development, service—its tower reaching towards the sky. Inside the building all the great development in communications services was represented. He likened the A.W.A. country stations' managers to guardians of the outposts of this massive institution.

A toast to Mr. Tom Spencer—"the man who organised the conference of managers"—was ably proposed by Mr. Cox, and supported by each of the station managers and by Mr. Neill. Replying, Mr. Spencer said he felt that much had been achieved by the conference, many problems ironed out, and a better understanding obtained of the work which lay ahead.

Supporting a toast to "The Press," proposed by Lance Dart, Mr. Tom Sproule pointed out what an important part a trade press played in the development of an industry. Commercial broadcasting was no exception, its own trade press performing an admirable service.

Some Successful Daytime Campaigns

Realising the great selling market available in daytime radio, and in order to cater more fully for women listeners 2CH two years ago introduced the "Home Harmony" session covering a wide variety of women's interests and entertainment. Twice since, the time of the session has been extended in order to cope with greater volume of advertising and to include additional features designed to meet the needs of the daytime audience. Conducted by Joan Read since its inception, this feature has been availed of to a considerable extent by advertisers who have achieved remarkable results.

Apart from this channel, advertisers have made considerable use of the early morning sessions, the Women's League sessions, and the afternoon programs. Regarding the latter 2CH will shortly introduce "Every Woman's Hour" with the object of embracing a still wider variety of women's interests.

Extensive users of airtime on 2CH both day and night, McDowells Ltd. have made considerable use of the early morning session, and during the past three years have sponsored "Songs, Service and Savings," a 10-minute session now broadcast every morning, Monday to Friday at 8 o'clock, a change having been made from 7.50 last year owing to B.B.C. News broadcast then occupying the channel from 7.45.

Using a session entitled "Showboat Memories" as an effective tie-up with their sponsorship of the 2CH Jolly Boats, Briteshine Pty. Ltd. have made considerable use of the early morning program over the past few months. "Showboat Memories" has been presented on four mornings each week, and coupled with the Jolly Boat outings aboard the Showboat "Kalang" held each month, this sponsor has greatly increased distribution of the Briteshine products, "Bingo" jellies and custard powder, adding over 400 stores to their lists during the first two months of the campaign.

BERLEI CAMPAIGN.
Berlei Ltd. used 18 stations throughout Australia in the presentation of a program entitled "Beauty in the Balance," and after a three months' campaign using morning sessions, advised 2CH that results were outstanding. On 2CH Berlei used a channel at 10 a.m. Tuesday, Wednesday and Thursday, and is again using this time for the presentation of "Poise and Beauty."

Maize Products Pty. Ltd., users of 2CH over a long period, are now taking 100-word announcements fore and aft of "Betty and Bob," a serial drama which has proved its listener-interest time and again. Last year as a test it was discontinued for two mornings, and within 24 hours 3,000 letters were received from listeners asking that it be resumed.

"MAN WHO BRINGS THE SUNSHINE."

What promises to be a most effective highly successful campaign recently commenced is the sponsorship by the Sunshine Bread Co. of "The Man Who Brings the Sunshine," featuring Ron Williams, well-known radio singer, in personal broadcasts.

HOME HARMONY.
Prominent advertisers using the 2CH Home Harmony program include the N.S.W. Milk Board, sponsoring a mothercraft session every Monday and Wednesday

at 11.30 a.m.; Crockett's furniture warehouse sponsoring "Off the Beaten Track," four mornings each week; "Ship of Dreams," sponsored by Economic Vacuum Cleaners Ltd.; J. R. Love, sponsoring "Mother's Choice," every Tuesday and Thursday at 11.45, and "Learn a Tune" Monday to Friday at 12.30 p.m. Murdochs Ltd. are sponsoring a session entitled "Isabel in Fashion Flashes."

AFTERNOON PROGRAMS.

Largest single contract for airtime in one block on the 2CH afternoon schedule was the sale last year of the whole Saturday afternoon program from 2 to 5 to Bon Marche Ltd. entitled "Saturday Afternoon at Home," the program is made up of six separate units, including competition sessions, musical entertainment, and a juvenile talent quest.

COMMUNITY CONCERTS PULL.

Almost continuously for over four years 2CH has presented community concerts at Parramatta, and they continue to pull big crowds each week.

Now sponsored by Johnson's drapers, of Parramatta and Hurstville, an incident which followed a recent concert no doubt gives one reason why Johnson's have just renewed their sponsorship contract.

Because the audience from the concert apparently decended upon the store in a body at the end of the entertainment, Johnson's were forced to close their Parramatta store for 20 minutes to put their goods in order after the rush of buying had subsided.

CLASSIFIED ADVERTISING SECTION

Classified Advertising—3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Box Replies: If replies are to be sent to the publishers' office, the Box Number is counted as 9 words and charged accordingly.

POSITION VACANT

Salesman. N.S. Wales 2,000 watt station has vacancy for first-class country salesman. Announcing experience essential. Qualifications and experience to "Salesman," c/o "Commercial Broadcasting."

This experience definitely indicated how Johnson's are benefiting from the direct contact with the community audiences, which also go to the store to obtain their tickets of admission.

The concerts are broadcast every Friday between 1 and 2 p.m.

R.S.P.C.A. SESSION.

For the past two years the R.S.P.C.A. has sponsored a pets' session on 2CH every Tuesday between 2 and 2.30 p.m. Conducted by Joan Read, this program effectively publicises the work of the society and secures considerable aid for its activities. Bio Chemical Products and Arnotts Ltd. regularly use this session.

Spend 2d. for 1000 Miles of SERVICE

Is it worth a 2d. stamp for you to get a comprehensive, accurate market survey of your product in the rich Northern New South Wales Area? Many advertisers and advertising agencies are making good use of our Merchandising Division to enable them to prepare sound, down-to-earth advertising campaigns which really sell merchandise.

A complete survey costs you 2d. Simply write us setting out which products you want covered and you will be included in our next survey. Points covered in the survey include: distribution, retailers' attitude, product's exact position in the field and competitor's position, merchandising, and the effectiveness of the advertising.

2TM

Northern N.S.W.

C. A. MONKS says:

The codfish lays ten thousand eggs,
The homely hen but one;
The codfish does not cackle to show you what it's done,
And so we scorn the codfish;
While the homely hen we pride,
Which only goes to show you that—

IT PAYS TO ADVERTISE

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

Telephone: BW 4135

Telegrams: AIRADS

OF COURSE YOU'VE HEARD

Fishing!

There is no doubt of the universal appeal of fishing, or of fish stories, or apparently poems about fish and fishing. In the twentieth session of the fifth series of "Frank and Archie" broadcast by 2GB for Winns Ltd., Archie recited—

"A fellow isn't thinking mean that's fishing,
His thoughts are mostly good and clean
when fishing,
He doesn't knock his fellow men
Or harbour any grudges then.
A fellow's at his finest when out fishing."

"A fellow gets a chance to dream, out
fishing,
He learns the beauties of a stream, when
fishing,
And he can wash his soul in air
That isn't foul with selfish care,
And relish plain ad simple fare, out fishing."

"A fellow's glad to be a friend, out fishing,
A helpin' hand he'll always lend, out fishing.
The brotherhood of rod and line
And sky and stream is always fine,
Men come real close to God's design, out
fishing."

The morning following the broadcast of that particular session, many hundreds of requests, by 'phone and letter, were received at 2GB for copies of the verse as recited by Archie.

Live Artist Step Up at 3TR

Sale station, 3TR, reports the signing of contracts for a series of live artist plays produced by Cecil Marriot, the well known stage personality. Marriot will be at 3TR from February 3. Gippsland traders sponsoring these productions include the Gippsland Furnishers Pty. Ltd., Morwell; Alan Mitchell, grocer, Traralgon; Ford's Emporium, Bairnsdale.

Can't Get Enough

Picturesque Heywood, in the rich western district of Victoria, is a good radio town. The folk there can't get enough broadcasting and almost every function of importance is broadcast by 3HA Hamilton. Although there are not many business people in the town they respond splendidly when asked to sponsor the broadcasting of balls and other functions, with the result that Heywood is on the air more frequently than any other town in Victoria. Near future bookings for broadcasts from 3HA include a patriotic win the war rally, a Red Cross ball, and a bathing beauty contest at the swimming pool of Mr. E. E. Bond, M.L.A. This fine sense of citizenship in getting Heywood on the air so frequently is having a definite reaction in attracting people to the town from distant parts. Yes! 3HA in boosting it over the air is putting Heywood on the map in big letters.

Advertisers in North

Two new half feature programs to North Queensland audiences are "Krazy Kapers" and "The Green Hornet," now being broadcast weekly by 4CA Cairns and 4TO Townsville. Avon Shoes, at 4TO and Northern Tyre Service at 4CA sponsor "Krazy Kapers," while "The Green Hornet" is sponsored by the distributors of S.T.C. Radio on 4CA and 4TO.

"The Green Hornet" also makes its first appearance in N.S.W. on 2KO Newcastle sponsored by Booth's, furnishers of Newcastle. "The Green Hornet" is an excellent 30-minute program, and one of the last features secured from U.S.A. before the ban on imported discs.

"People With a Purpose"

Another attractive daytime feature recently introduced by 2SM Sydney is "People With a Purpose," which brings to the microphone at 3.45 p.m. Tuesday, outstanding people from the world of women. This is designed to introduce to listeners personalities in the field of modern social science—a profession that is fast becoming one of the most important in this modern world with its ever changing problems and conditions. This is work about which the public generally knows little. Doreen McKay is the interviewer for 2SM. Recent personality presented was Miss Phyllis Bland, first Australian Social Worker to be appointed to an industrial factory. She holds this professional job at Lever Bros.

Daytime Can be "Bed" Time

The New South Wales Bedding Co., distributors of Bell's American mattress, have shown their faith in the pulling power of daytime programs by featuring Tal Ordell, the 2UE story-



Mr. Tal Ordell,
2UE Storyteller to
thousands of day-
time listeners.

teller each Monday, Tuesday and Thursday afternoon at 2 o'clock.

He will conduct a session entitled "Our Neighbour," a series of friendly and informal stories about the people we meet every day, our neighbours, in other words. The program has definite appeal for women listeners.

Rest Lounge Idea

Something new in the way of products services advertised over the air in Victoria is in the form of announcements on behalf of My Lady's Rest Lounge at Clyde House, Collins Street, Melbourne. Announcements have been released by Rickard Advertising Agency calling for daytime announcements over Stations 3UZ, 3XY, 3AW and 3DB. The lounge is fitted in the most modern manner, complete with a headache bar, showers and all conveniences for the shopper who desires to rest-up or for the business girl who is staying in town for the evening and desires to change or freshen up also. Only daytime announcements are being used for the opening campaign, but these will possibly be extended at a later date.

For Greek Audience

Ever ready to cater for the needs of all sections of the Sunraysia community, Station 3MA Mildura inaugurated a complete news service in Greek at 9.35 p.m. on Friday, December 13.

Reports received from Greek citizens throughout the district indicate that the broadcast was entirely successful, and news in Greek will become a regular part of 3MA's programs.

Watch Out for Survey Flaws

By Donald A. Laird, Ph.D., Sci.D.

(Reprinted from and by courtesy "Advertising & Selling," December, 1940.)

Business is suffering from a flood of surveys. They are easy to make, and they usually look scientific, but the appearance is entirely misleading in many instances. These are some common pitfalls.

One large department store asked its actual customers (and it is a sound point to limit the survey to actual customers) how much they would pay for an 8 x 10 rug. The answers were many and varied. People whose homes were entirely carpeted with cheap linoleums suggested prices high enough to buy low-grade oriental rugs. Thus, the survey yielded many elaborate tables and charts, but it had the appearance only of being scientific.

A grievous error was made by the survey makers when they decided to ask the housewives how much they would be willing to pay. This question was bound to yield only imaginative answers. Had the question been: "How much did you pay for the last one you bought?" the answers would have been sound and the survey valuable.

The intention behind the surveys—to get some definite facts to serve as guide posts—is laudable enough, but the conception and execution were misleading. Nor am I thinking primarily of the many so-called surveys which start with a pre-determined bias—namely, to prove that Podunk radio station BLAB is better at reaching consumers than the Produnk "Evening Blurb."

In the first place, a survey should never start out to prove anything. Its sole inception should be to find out. Only then is it trustworthy. When someone is using survey results in an attempt to sell you something—be wary of it and have an impartial statistician interpret it for you, for such surveys almost always are undertaken to prove a point and anything can be made to appear proven by them.

Surveys look so ridiculously simple that they lead to all sorts of ludicrous developments. A man will insist that all men lie when they fill out an application for employment, yet this same man will develop a simple faith in people when his brain-child survey requires him to stop them on the streets and ask questions about things to which they have never given a moment's thought and to which no person in the world may know the answer.

If people do have definite attitudes, it is seldom possible to get the truth by a direct question. This does not mean that people lie—they simply do

not consciously know. They have reasons and attitudes but are not always clearly aware of them. Consequently, an off-side, indirect approach is sometimes the best.

Consumers have attitudes, but no sales director or public relations department is going to learn what they are by such simple, direct questioning as has been the craze.

A number of larger firms have set up more or less complete divisions for marketing research in the past decade. Most of these divisions are concerned primarily with finding out who has the money to spend and where these people live (buying power geographically distributed). There is only a secondary interest, if any at all, with what the consumer wants the product to do, how it can be brought to the consumer's attention in the cheapest and most forceful manner, how the service or the product can be improved, and other similar aspects of the attitudes and wants of the consumers, which affect the wear and tear of cash registers.

Cost of Research

In April, 1939, the U.S. Department of Commerce reported on these research activities of large manufacturers. The department found that the average company active in this type of work was spending just under 30,000 dollars a year for it. The bulk of the reported research dealt with sales territories, the studying of competitors' advertising and sales allowances, studying of competitive products, a complete ignoring of the consumers' attitudes and wants, and of the company's own products. Of the 2,000,000 dollars which these companies spent for market research during a typical year, only a fraction was devoted to the critical factors in modern selective consumption.

Some of these critical factors which can usually be answered in advance by proper survey procedures are:—

1. What goods do people need more of to improve their health and welfare?
2. What size, shape, finish, colour, price, package will make the product most acceptable to customers?
3. What aspect or feature of the product should be emphasised in its advertising and sales talks which will most likely lead to its sale and consumption?
4. What sales and advertising methods will bring the product to the desires of the most potential users at the right times and at the least cost?

(Continued page 32, col. 3.)

**DAYTIME
PAYS
BIG DIVIDENDS
IN
NORTH
QUEENSLAND**

if
you
use



**NORTH
QUEENSLAND**

**THE
500 WATT
STATION**

blanketing this populous
market with studios in Ayr
and Townsville, N.Q.

For full particulars of 4AY's
supremacy in this profitable
market, call—

In Sydney: A. D. BOURKE,
B 2085.

In Melbourne: P. G. O'SULLIVAN,
MU 2819.

COMPELLING ATTENTION!

"Radio Magazine"

The most novel daytime presentation on the air!

Featuring—

ERIC PEARCE, MICHAEL MILES, CATHERINE NEILL,
MADGE THOMAS, NORMAN WISTER, MARCIA HART,
EUNICE LLOYD AND OTHER STARS.

DAILY MON.-FRI., 3.00—4.00 P.M.

STARTS MONDAY, FEBRUARY 3rd.

FROM

3 X Y

Great Furniture House is Big Broadcast Time Buyer

W. W. Campbell and Co. Ltd., house furnishers of Clarence and Market Streets, Sydney, have probably created a record in continuous radio sponsorship with the one station.

Commencing on May 11, 1936, Campbells contracted for four quarter-hours a week over 2UW Sydney, featuring George Edwards' productions—from that date, right up to the present, the firm has continued an unbroken sponsorship

ductions were broadcast on behalf of this sponsor four nights a week—from October 5, 1938, up to the present time the same firm has been sponsoring six quarter-hours a week put out on the air five nights—i.e., Monday to Thursday inclusive with a half-hour on Sundays.

During the above periods Campbells have sponsored 275½ hours of broadcast entertainment from 2UW.

The following George Edwards titles have been broadcast from Campbells to date:—

"It's Never too Late to Mend," "Six Wives of Henry the Eighth," "The Loves of Queen Elizabeth," "The Indiscretions of Charles the Second," "The Sun King," "Nero, the Tyrant of Rome," "The Borgias," "Notable British Trials—First and Second Series," "The Mystery of Edwin Drood," "Dombey and Son," "Famous Women," "Knights of the Round Table," "The History of Your Suburb," "Inspector Scott, of Scotland Yard,"

"Famous Men," "Scott of Scotland Yard—Second Series," "Frankenstein," "Every Walk of Life," "Mittens," "Mittens—Second Series," "Oliver Twist," "Nicholas Nickleby," "Great Expectations," "Every Walk of Life—Second Series," "His Last Plunge," "The Birth of the British Nation—First Series," "Roystone Chalmers, K.C.," "The Gentleman Rider," "Search



of first-release George Edwards' productions.

An example of the great success this enterprising firm has gained by using George Edwards in radio is shown in the fact that, from May 11, 1936, to October 4, 1938, George Edwards' pro-

for a Playwright," "The Circle of Shiva," "Hard Cash," "The Dark Horse," "Ernest Maltravers," "The Woman Without Name," "The Channings," and "The Rank Outsider" (currently on the air).

Over the whole period Campbells have taken the air at a definite time every night, and the countless thousands of listeners who have followed George Edwards' productions know that W. W. Campbells are on the air without fail night after night. In this way, the firm must have built up a huge clientele by the use and exploitation of the exclusive broadcasting of all George Edwards' Sydney releases.

"WATCH FOR SURVEY FLAWS"

(Continued from page 31.)

5. What company policies, in word and act, will keep the public more than satisfied?

If a survey has to be done quickly, give up the idea. Those which are planned and completed in 48 hours are a tribute to organisation, but not to sound judgment. Surveys should provide information for long-range policies, and should not be made to get out of an immediate jam. There is plenty of time for such surveys, and those with the long-range approach help prevent jams. Even though they may seem long, they will still be vastly quicker than run-of-the-mill experience.

If the survey results are to be interpreted by a man with some preconceived notions, let him decide as he would anyway without making the survey which he will likely twist to suit his wishes.

If a survey is planned just to be in fashion, hold off until there is something that needs to be surveyed.

If the survey cannot be tabulated until after all the data are in from the field, give up the idea.

If the survey is going to be planned primarily in an office, don't make it.

A general guide for planning surveys is found in the synthetic word PEGGODA. Peggoda is derived from the initial letters of the successive steps through which a survey should pass:—

P—Problem definitely existing and adequately defined. No vague starts, such as "Let's make a survey about something or other."

E—Existing knowledge should be combined. Has some other firm already done it, or something similar? Does some federal bureau have information? What have specialists in this field done? Experts' opinions are not information.

S—Strategy and the sample for the procedure can then be planned, questions—especially indirect, off-side ones—formulated and tried out for as long a time and as many revisions as are needed to get an approach which is sound and also workable.

(Continued on page 37.)

TWO SCATTERS A WEEK TO START

Over 60 years ago there was established in Collingwood, a tailoring store, operated by one, Wardrop. Those, of course, were in the days before radio. To-day, this same firm has four stores in the city of Melbourne, one in Geelong and one interstate, and Mr. Frank Wardrop, managing director of Wardrop my Tailor, gives without hesitation, much credit to radio, for the latter amazing growth of this firm.

Let us start at the beginning of Wardrop's association with 3KZ Melbourne.

197 Elizabeth Street, were unable to cope with the business, so a search was made for another location—nearer the heart of the city if possible, and 52 Elizabeth Street was finally chosen. The inside of the building was completely pulled out, and rebuilt—ultra modern fittings were placed throughout the three floors, and the shop was in every way made as attractive as possible.

In 1939 Wardrop my Tailor signed for a half-hour program on 3KZ, "Songs We



Modern headquarters store of Wardrop, Tailors, of Melbourne.

In 1931—on June 24 of that year—a representative of 3KZ called on Wardrop's and suggested that they might advertise on the station, which was then only a few months old. This, Wardrop's agreed to do, and on July 1 of the same year, they signed a contract for two scatters a week, at the now unheard of rate of 10/- each.

Norman Banks, chief announcer of 3KZ, and a man who to-day has built up an enormous following, put his heart into these two scatters, with the result that not only did people talk, but Wardrop's noticed that they came in to purchase the goods advertised.

The next step in their association with 3KZ occurred in 1932, when the same representative explained one day that he had another firm which was willing to sponsor the football broadcasts by Norman Banks, on alternative Saturdays, and suggested that Wardrop's take the other Saturdays.

So successful did this prove to be, that in 1933, this firm decided after negotiation with 3KZ, to sponsor all the football broadcasts—a sponsorship which has prevailed up to the present time. Wardrop's also took half-hour programs in 1934 on 3KZ in the breakfast session, and these in themselves were in no small measure responsible for the amazing increase which took place in this tailoring establishment. It was not long before the premises at

Love," which is presented at 8.15 each Thursday night. This program which provides listeners with music known and appreciated by everyone, has been running for more than a year.

Each summer, when football is not played, Wardrop presents from 3KZ a 2½-hour program entitled "Musical Matinee." This has such a big following that letters are received from many parts of Australia, requesting that numbers be played during the program. It is estimated that since Wardrop's association with 3KZ this firm has had more than 1,400 hours of broadcasting time.

Notes from Hollywood

(By Dr. Ralph L. Power)

United Writers, Inc. has been established by Edmund J. Holden, Irving Brennan and Ben L. Blue. Blue is a famed solicitor for film people. Brennan was for years an executive with "The Times," and Holden is better known as Frank Watanabe. The firm will act as agent for radio, stage and screen writers.

Al Pearce, whose Eb and Zeb discs have been popular in the Antipodes, just bought the 10,000 acre McKenzie Ranch near Mineral, Tehama County, Cal. He will operate it as a stock ranch, but, of course, continues on the air for a few more years.

Bennett-Downie and Associates has started in business and has already recorded 39 episodes of "Captain Danger," a serial. Principals are J. Bennett Downie, who produced "Ginger" (not Australia's famous radio character—Ed. "C.B."), and "Black Flame" and others; Rachford Harris, a newcomer to radio; and Herman Bruger, former v.p. and chief engineer for Aerogram Studios.

TAKE A SLANT AT THIS . . . !

Have you had the right angle on daytime selling? Have you stopped to think that in most homes the housewife controls the budget? The housewife is a big buyer . . . and she is definitely radio-conscious! Let 3AW's team of FRIENDLY sellers take YOUR sales message to her . . . during the day, when she is not distracted by the wants of a clamorous family.

SELL IN DAYTIME . . . THRU' 3AW

DAY TIME : NIGHT TIME —
IT DOESN'T MATTER WHAT TIME

WHEN IT'S 2KY TIME —

YOU'RE SURE OF GETTING

"Sales thru the Air with the Greatest of Ease"

£1,000,000 is spent every week by the 250,000 wage-earners affiliated with

2KY

2
KY

A.W.A.'s 1940 Contribution to Radio

During 1940 the manufacturing resources of Australia's wireless industry have been expanded to cover every phase of Australia's defensive and aggressive requirements. This is dramatically illustrated in the tremendous growth of the Royal Australian Air Force. Many planes have been fitted with wireless, many ground stations have been established. Thousands of men are being trained to use the equipment; every member of an air crew—pilot, observer or telegraphist-gunner, is skilled in the art.

The Marconi School of Wireless, which has been conducted by A.W.A. for the past 27 years is giving technical and practical training to large numbers of men for the Empire Air Scheme. It is also training radio engineers, technicians, service men and operators for wireless work on sea, on land and in the air.

Commercial aviation has drawn heavily on the resources of radio. Following upon the installation of ten radio course ranges at the principal air ports to assist pilots to traverse the commercial flying routes, Amalgamated Wireless is now constructing 12 new radio communication stations for the Department of Civil Aviation. These will be set up at such remote places as Daly Waters, Camooweal, Longreach, Charleville, Tennant Creek, Alice Springs, Oodnadatta and Mount Eba. Some of these townships are far removed from electrical reticulation: power for radio transmission will have to be generated by Diesel engines.

The Australian military forces likewise have relied substantially upon radio. Throughout the whole organisation of an army, communication is maintained by wireless. Every shot fired by a big gun in a battlefield abroad is followed by a

radio message from a "spotter" in an aeroplane notifying the result. Commanding officers receive reports by wireless from their subordinates, orders are given and received.

Naval requirements have imposed further demands; and new ships carry Australian-made equipment of the latest type.

New Broadcasting Stations

A number of new broadcasting stations have been ordered during the year. A.W.A. is engaged in designing and constructing a station at Merredin, Western Australia, another at Perth, and a third at Gympie, Queensland.

A scientific service put into operation by A.W.A. during 1940 was the testing of a broadcasting station site to determine whether it is the best available for the station in question. In the past many stations have been erected without complete tests respecting field strength. Doubtless errors in location have occurred.

Two new wireless beacon stations have been constructed by Amalgamated Wireless for Cape Schanck (Vic.) and Cape Wickham (King Island) to the order of the Marine Branch of the Commonwealth Lighthouse Services. These will operate, in conjunction with a similar station at Cape Otway, to assist shipmasters to fix their position in rain or fog. Five marine wireless beacons have been manufactured and supplied by A.W.A. to the New Zealand Government.

Radio has made a further contribution to medical progress by providing for the "flying doctors" of the interior the small A.W.A. "transceivers" which enable the doctor to communicate with his headquarters wherever he may be. The doctor carries the transceiver in his plane, and whenever he stops he is able to advise the hospital of the condition of a patient so that arrangements for his reception can be made well ahead of his arrival. In addition thousands of miles of flying are saved as the doctor can now be notified of any new call without first returning to his headquarters.

Sydney County Council has increased the number of its wireless-equipped electricity service cars from 46 to 62, and further police cars in Sydney and Newcastle districts have been similarly fitted. A new transmitter for the Sydney police is also under construction.

Portables and Dual-Wave Sets Popular

A feature of radio during the year has been a great increase in the production both of portable receivers and of dual-wave instruments for reception of both Australian and overseas stations.

Owing to the restrictions on records from overseas there has also been a marked increase in the number of recordings made in Australia. This specially applies to feature recordings for broadcasting stations.

At the conclusion of 1939 it was announced that owing to the extended operations of the Amalgamated Wireless Valve Co., Australia was now self-contained in respect of transmitting as well as receiving valves. Progress in that direction has continued extensively. The A.W. Valve factory has been enlarged to meet the growing demands of the Commonwealth for defence purposes as well as the increasing demand on Australian manufacture brought about by the import restrictions. The year 1940 has been a record in valve production. The number of valves produced shows an increase of about 25 per cent. Production of transmitting valves was doubled and re-doubled.

The year is also notable for the initial steps in one of the most intricate manufacturing processes—the production of aircraft instruments. A.W.A., by arrangement with the Sperry Gyroscope Co. is now tooling up for both the Sperry gyro artificial horizon and the Sperry directional gyro. The former indicates to a pilot whether his plane is level in relation to the horizon, while the directional gyro is a fixed indicator of direction for steering a straight course and for making precise turns. Under agreement with other British manufacturers, A.W.A. is making compasses and will shortly be producing altimeters, air speed indicators, rate of climb indicators, vacuum gauges, manifold pressure gauges and other aircraft instruments. A.W.A. also operates separately a large munitions annex for Defence Department requirements.

A further overseas radiotelephone service, the sixth, was opened in July when the Philippine Islands were linked with Australia.

A new service has been introduced recently for the benefit of Australia's enlisted men serving abroad in the Army, Navy and Air Force and their relatives in Australia. This service enables a message of six words to be sent in either direction for half a crown, while the address is sent free of charge. Additional words may be sent at 5d. each.

Arrangements have also been made by Beam Wireless and Imperial Cables for the children who have been evacuated from the United Kingdom to Australia to send a brief free message once a month to their parents in the old country giving news to the parents of the children's welfare. The parents are also entitled to send a free message every month to their children.

Notwithstanding the heavy demands within Australia a very useful export trade in wireless apparatus is being developed by A.W.A., and it is fully expected that this will be extended during 1941.

Technical

Modern Facilities at Sydney's Radio Theatre

Completely Equipped as Satellite Broadcasting Studio

During the past few months, listeners have been hearing an increasing number of programs relayed from the "Sydney Radio Theatre," and as the transmission from this location is of consistently high quality, considerable interest has arisen regarding the general set-up and facilities of this theatre. This interest has been increased by the fact that several stations are using the facilities for the staging of their larger "audience-participation" shows, and very few people seem to know just who the theatre belongs to.

Actually, the Sydney Radio Theatre does not belong to any broadcasting station, or group of stations, as it was built and equipped by an "outside" firm known as Electrical Distributors Pty. Ltd. for the specific purpose of providing an independent auditorium-type broadcast studio which would be available to any broadcasting station. The motivating factor behind the project was the steady growth of audience participation shows requiring greater space and more elaborate stage facilities than normally are available in a station's own studio group.

The success of the project is attested by the fact that the Radio Theatre is already being used by the Australian Broadcasting Commission and commercial broadcasting stations for major programs.

Situated in what might almost be termed the "theatre centre of Sydney," on the first floor of the building at 590 George Street, which once housed the old Crystal Palace, the Radio Theatre provides an auditorium capable of seating 400 people, and includes a two-level stage equipped with modern lighting and all standard theatrical facilities. This stage provides ample space for a large orchestra or band, as well as the full cast necessary for a variety show.

These facilities are supplemented by first-class acoustical properties and control equipment which are both in accordance with the requirements of modern broadcasting practice. These aspects of the project were looked after by Murray Stevenson (chief engineer of 2UE), who was engaged by Electrical Distributors' Pty. Ltd. is engineering consultant to design and supervise the construction and installation of the acoustic treatment and amplifier equipment, and the resultant set-up is a credit to all concerned.

At right we show two views of the modern speech-input console which has been designed and built for the Sydney Radio Theatre by Murray Stevenson (Chief Engineer, 2UE). At top is a close-up of the main panel and 5-channel mixer, while below is a general view of the console with the covers removed. The rear compartment houses the power supply unit; the centre, the pre-amplifiers, low-level and high-level amplifiers and the input transformers; while the far compartment houses the monitoring amplifier and loudspeaker cut-off relays.

Technical Details

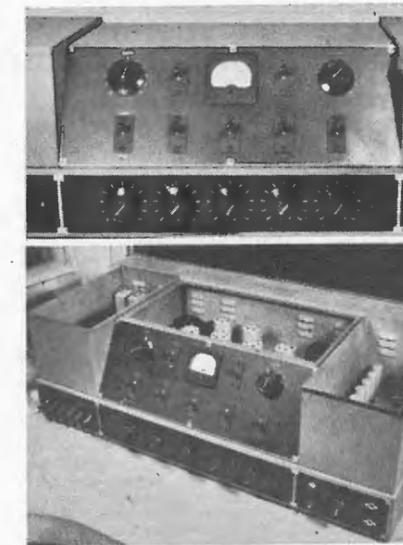
The actual control and amplifier equipment employed at the Radio Theatre is of the self-contained console type, which is so designed that it can be set up anywhere without any difficulty—the only manipulations required being the connection of input equipment (microphones and pickups), lines, monitoring loudspeakers and 240v. A.C. In spite of this simplicity, the equipment is fully comprehensive, as will be revealed later in a complete description of its operation which has been compiled by Murray Stevenson, and is published by courtesy of Electrical Distributors Pty. Ltd. Before presenting this, however, the auditorium itself will be of interest.

The actual auditorium measures 61 ft. 6 in. long and 35 ft. wide and, as mentioned previously, seating accommodation is provided for 400 people. Empty, the hall has a reverberation period of approximately one second, while full, a fifth of a second is clipped off this figure.

The basic principle behind the acoustic treatment has been to keep the auditorium as "dead" as possible so that feed-back is minimised. So completely has this object been accomplished that in one of the shows broadcast, an ordinary dynamic microphone is taken down into the audience and used without cutting off the sound-reinforcement loudspeaker which is built into the proscenium and supplies the rest of the audience with an amplified version of the proceedings. At the same time as this high degree of absorption has been achieved in the auditorium proper, the stage itself, which is virtually a studio, has been kept "live" enough to add an extra touch of realism to the program and a particularly well-balanced transmission is the result. It is of interest to note that Masonite "Presdwood" has been used for all acoustic treatment.

The control and amplified equipment is completely housed in the pressed-metal console-type casing shown in the accompanying illustrations. The dimensions of this unit are 34 in. long, 10 in. high and 14 in. deep, and inside this small compass are housed four pre-amplifiers, a five-channel mixer, a low-level amplifier, a two-stage high-level amplifier, a two-stage monitoring amplifier, power supply rectifiers and loudspeaker relays. Generous use is made of negative feed-back for frequency response correction and stabilisation, and the entire equipment operates equally as well as much more elaborate studio rack and panel set-ups.

Full details of the facilities incorporated in this equipment, together with operating



particulars, are given in the following descriptive data which, as mentioned before, has been compiled by Mr. Murray Stevenson.

The equipment consists of a 5-channel mixer, four of which (Nos. 2, 3, 4 and 5) are preceded by preamplifiers. No. 1 fader is preceded by a balancing transformer with a 500 ohm primary winding, to which may be connected any one of six incoming telephone lines by means of six remote program keys located on the left-hand end of the front panel.

The mixer is followed by a low-level amplifier, a master gain control, and a 2-stage high-level amplifier which has an output transformer designed to feed either of two 500 ohm program lines which may be selected at will by means of the line output key. An additional tertiary winding on the output transformer feeds a 2-stage monitoring amplifier and three loudspeakers, which may be installed in each of two studios and also in the control booth.

Input Selection Keys: Each of the four microphone preamplifiers has a 50 ohm input transformer which may be switched to either of two sources, such as a microphone or phonograph pick-up. These alternative sources of program are labelled "1a" and "1b" or "2a" and "2b," according to the channel involved. When the key is in its normal (central) position both program sources are short-circuited and the input transformer of the preamplifier is also short-circuited.

This arrangement allows eight microphones and pick-ups to be wired to the equipment terminal strip and by means of the keys any desired four microphone points or phonograph pick-ups, or a mixture of both, are connected to preamplifiers.

During the program, position "B" can be substituted for position "A," or vice versa, providing the fader is turned off while the key is thrown. It is not normally necessary to change the combination of microphones used during a program, but this can be done if necessary. The input selection keys also control loudspeaker cut-off relays which remove the program from a loudspeaker when a microphone in the same studio as the loudspeaker is connected to a preamplifier by means of the input selection key.

The "Talk Back" Key: A useful feature of the equipment is the provision of a "Talk Back" key which enables the control operator to speak to either of the two points equipped with monitoring loudspeakers. Special provision is incorporated to

(Continued next page.)

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.

Modern Studio Equipment (Continued from page 35.)

ensure that under no circumstances can the operator's remarks be super-imposed on a program being handled by the equipment. The "Talk Back" is interposed between the input selection key for channel 4 and the preamplifier transformer of channel 4. This enables the input transformer associated with channel 4 to be disconnected from the output of the corresponding input selection key and instead to be connected to the talk-back microphone in the control booth.

The talk-back key when in the normal position puts a short-circuit on preamplifier inputs 1, 2 and 3. In the position labelled "program" these short circuits are removed and the preamplifier input No. 4 is connected to No. 4 input selection key. When the talk-back key is thrown to the position marked "talk-back" the three first preamplifiers are again short-circuited, thus killing the program channels, and the talk-back microphone is connected to No. 4 preamplifier. At the same time the 12-volt energising potential is removed from the loudspeaker cut-off relays associated with the studio loudspeakers and is connected instead to the speaker cut-off relay associated with the control booth loudspeaker.

The Remote Program Keys: These six keys have three positions:—

(1) **Normal:** In this position the incoming line associated with the key is connected via back contacts to a pair of pins on the main terminal strip to enable a telephone to be connected to the line when not in use.

(2) **Remote Program Cue:** In this position the incoming line is connected to the input of the monitoring amplifier. The monitoring amplifier is disconnected from the line output transformer and made available for cueing purposes by means of a relay which is energised when the line key is thrown to the "remote program" position. This feature is particularly valuable when split-second change-overs between "remote" and "local" programs are required, as the artists participating in the "local" program are enabled to follow the progress of the "remote" program and hear for themselves any cues that are given.

(3) **Remote Program on Fader 1:** In this position the incoming telephone line is connected directly to a balanced 500 ohm input transformer which is followed by No. 1 mixing fader.

Pick-up Cue Switch: The pick-up cue switch is provided to enable phonograph records to be played in the control booth loudspeaker while a program is in progress without the record being checked going to the transmitted programs. This key is interposed between the input of the monitoring amplifier and the contacts of the relay used for cueing incoming programs on the six incoming lines.

When the key is at normal the monitoring amplifier input is connected to the change-over springs of the cueing relay which connect it either to the line output transformer for normal monitoring or to the remote program cue keys.

When the pick-up cue key is thrown to either positions 1 or 2, the monitoring amplifier input is disconnected from the change-over springs of the remote program cue relay and instead is connected to the back contacts of input selection key 3 (position "B") or 4 (position "B"). In this manner the phonograph pick-ups normally associated with channels 3B and 4B may be directly connected to the input of the monitoring amplifier when the appropriate input selection key is in its normal position. In this position the phonograph pick-up is disconnected from its associated preamplifier and may be used for pre-determining the starting point of a recorded effect which is to be inserted in the program at a later time.

Output Line Key: The output line key enables the 500 ohm line output transformer to be connected to either one of two outgoing program circuits. When this key is at normal, both outgoing program circuits are connected through the back contacts of the key to a pair of pins to which a telephone may be connected. In this position both lines are in parallel on the same pins. When the key is thrown to connect one line to the line output transformer the other line remains connected via the back contacts to the telephone. This enables the spare program circuit to be used as an order wire and allows also rapid interchange of program circuit and order wire.

Volume Indicator: The 500 ohm winding of the line output transformer is connected to a 5dB pad, the output of which feeds the output line selection key. Across the output of the 5dB pad is connected a high speed volume indicator of the rectifier type, which has an internal resistance of 5,000 ohms and is calibrated to read "0" when the power fed to the outgoing line is 6 milliwatts.

Monitoring Headphones: The outgoing program may be monitored by headphones connected across the output of the 5dB pad by inserting a plug into a jack provided on the front panel. A resistance of 100,000 ohms is placed in series with the connections to this jack to guard against the possibility of a short-circuit being placed on the line by a faulty headphone plug and to reduce the volume to a value suitable for the operation of headphones.

Metering Facilities: The plate currents of all tubes may be measured by connecting a suitable multi-range milliammeter to a standard three-part telephone plug and inserting this in the jack label "Test Meter." A rotary switch labelled "Plate Current" then allows this meter to be connected in series with the cathode of any tube in the equipment. All gain and mixer controls must be tuned off when these measurements are being made.

Loud Speaker Cut-off Relays: There is a loudspeaker cut-off relay associated with each of the monitoring loudspeakers. These relays may be arranged to be operated when any of six microphone positions are connected to preamplifiers by means of the input selection keys. Positions 3b and 4b have no connections brought out to control loudspeaker cut-off relays since it is assumed that these two positions will always be associated with phonograph pick-ups which are mounted in the control booth or in one of the studios.

The method of arranging for various microphone positions to be associated with particular loudspeaker cut-off relays is simple. For instance, "A" studio speaker cut-off relay control circuit is brought to Pin Set 13, Pins 37 and 38. If it is desired to operate this speaker cut-off relay when microphone positions 1a and 2a are connected to their respective preamplifiers it is merely necessary to strap the pins associated with an "A" studio speaker cut-off relay control circuit to the operating contacts associated with channels 1a and 2a. Channel 1a speaker cut-off relay operating contact is available on Pin Set 12, Pins 34 and 35, and channel 1b speaker cut-off relay operating contact is connected to Pin Set 15, Pins 43 and 44. All that is necessary is to strap Pin 37 to Pins 34 and 43, and also to strap Pin 38 to Pins 35 and 44. Any number of channels may be associated with a speaker cut-off relay in this manner.

NOTES FROM HOLLYWOOD

(By Dr. Ralph Power)

Fred Mertens, of Fred Mertens and Associates, is recovering from a serious illness.

Phil Harris, whose recorded orchestral performances are popular in the South Seas, and whose real name is Wonga P. Harris, was recently divorced by his wife, known professionally as Marcia Ralston, on cruelty charges. They were married in Sydney on September 2, 1927.

Robert Callahan, who operated the "Lone Indian," "Singing Bandit," "Santa Fe Trail" and other transcriptions for years, is now managing the Mission Village auto caravan hotel, and gives a monthly public entertainment feature with prominent radio performers.

Paul Cruger, who wrote "Walks of Life," bought by Macquarie, has just written and published a 28 pages mimeographed booklet on television writing and production.

Herbert Rosen, who was interned in France because of his German birth, has been released, and writes from Marseilles that he will represent American discs in Portugal, Andorra, Spain and Switzerland. Before the war he was European representative for Standard Radio, Inc., Earnshaw-Young, Inc., and other Hollywood transcription firms.

George Logan Price, operating his own firm for recorded programs, has just bought part interest in a La Jolla bookstall as a side line and hobby. He will, of course, continue his Los Angeles business.

"Watanabe and Archie," currently in Sydney for Winn's, imported previous to the ban, has just finished another series that is a wow. It is, of course, no news to say that Eddie Holden (Watanabe) is also Augustus Hipplewater, Hiram Scudder, Hezekiah, Foghorn Charlie, Mr. Myer Grosbeck and Gorilla Jack, the wrestler whose hobby is raising flowers. The last two characters are new creations. But it is distinctly news to know that Reg Sharland (Hon. Archie) for the first time is doubling in character. In the new Hollywood series he is also heard as Hipplewater's butler, as Willie the Weasel, and as Mrs. Blatherskite Triphthorpe.

Photo and Sound is San Francisco's latest recording studio.

Lou Graf, formerly a partner with his brother, the late Max Graf, in Titan Productions, San Francisco, now out of business, is Los Angeles sales representative for station XEON, Tijuana, Mexico.

Earnshaw-Young, Inc., and Earnshaw Radio Productions (Chandu, Monte Cristo, etc.) not doing any new production but continuing to sell its earlier products, has moved to 1675 North Street, Andrews Place, Los Angeles.

Davis and Schwegler, Los Angeles, and its affiliated Keystone Broadcasting System, proposed transcription library service, are both reported in the midst

(Continued opposite page.)

NOVEMBER LICENCE FIGURES

NEW SOUTH WALES.		Nov. 1939	Nov. 1940
New issues	5,736	4,987	
Renewals	30,468	30,926	
Cancellations	1,036	5,278	
Monthly totals	440,926	482,337	
Nett increase or dec.	4,700	-311	
Population ratio	15.98	17.27	

VICTORIA.		Nov. 1939	Nov. 1940
New issues	4,165	2,844	
Renewals	23,303	24,241	
Cancellations	72	3,227	
Monthly totals	341,055	354,270	
Nett increase or dec.	2,567	-383	
Population ratio	18.13	18.60	

QUEENSLAND.		Nov. 1939	Nov. 1940
New issues	2,834	2,182	
Renewals	9,179	10,334	
Cancellations	267	1,679	
Monthly totals	143,810	160,078	
Nett increase	2,567	453	
Population ratio	14.15	15.67	

SOUTH AUSTRALIA.		Nov. 1939	Nov. 1940
New issues	1,323	1,225	
Renewals	7,359	7,521	
Cancellations	472	1,161	
Monthly totals	120,667	127,468	
Nett increase	851	64	
Population ratio	20.04	21.07	

WESTERN AUSTRALIA.		Nov. 1939	Nov. 1940
New issues	1,139	584	
Renewals	5,488	6,952	
Cancellations	56	676	
Monthly totals	88,592	89,862	
Nett increase or dec.	1,083	-81	
Population ratio	17.96	19.23	

TASMANIA.		Nov. 1939	Nov. 1940
New issues	421	466	
Renewals	2,514	2,736	
Cancellations	94	199	
Monthly totals	40,976	43,847	
Nett increase	327	267	
Population ratio	17.31	18.42	

COMMONWEALTH.		Nov. 1939	Nov. 1940
New Issues	15,618	12,218	
Renewals	78,311	81,710	
Cancellations	1,997	12,219	
Monthly totals	1,171,026	1,258,362	
Nett 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	Nov. 1939	Nov. 1940
Auckland	79,577	
Hamilton	24,397	
Thames	10,766	
Christchurch	47,734	
Dunedin	5,782	
Timaru	9,282	
Westport	2,161	
Invercargill	27,867	
Damaru	15,206	
Wellington	4,130	
Blenheim	49,559	
Gisborne	3,506	
Napier	6,796	
Nelson	15,011	
New Plymouth	6,457	
Palmerston North	14,504	
Tanganui	16,553	
Total	351,606	

Transco did not go into production in 1940, but is reported ready to buy some already recorded series. Present production cost has made new production almost out of the question.

M. J. Mara has resigned from the Presidency of Hollywood Radio Artists, Inc., which post he held the past year while on leave of absence. "Klondike" was this firm's 1940 production.

NOTES FROM HOLLYWOOD (Contd.)

of reorganisation. Neither has functioned in production for some time. An almost complete turnover of personnel is reported.

Allied Phonograph and Record Mfg. Co., Hollywood processing and pressing plant for transcriptions, has dropped the "Phonograph" from its corporate name. It has also taken over the "Here's What I Saw" transcribed series from Airshows. It was the only production of Airshows.

Hollywood News Reel, reported in and out of business, is still functioning at KMTR.

Columbia Recording Corp., formerly pressing and processing only, now has recording studio facilities in New York, Chicago and Hollywood.

Harry David Fields is reported as re-entering business, taking over Fu Manchu, and continuing the series. In 1940 the firm had paid a total of 20 per cent. on its debts.

M. J. Mara in January is slated to return to Los Angeles for a while. The past year he has toured the country for several firms with transcription products. As a doctor of sick transcribed programs he has achieved remarkable success at all times.

Raymond R. Morgan, producer of "Drums," etc., this year has done no

"WATCH FOR SURVEY FLAWS" (Continued from page 32.)

G—Gathering the data can then be started—no sooner. In a great number of surveys, however, this seems to be the starting point.

O—Organising the data and tabulation. This step should be anticipated in the strategy stage; at this point it should go on simultaneously with gathering the data and the sub-totals critically examined by competent statisticians alert for technical blunders.

D—Deductions can then be made and checked against the internal evidence obtained in the O stage, and against information gathered in the E stage.

A—Applications of the deductions can now be made safely by the executive or administrator, and the experts set to work on the problems raised by the survey.

Skipping or skimping any of the first six stages can make a survey a total waste—worse than a waste if it is taken seriously.

recorded programs, but has confined his activities to general advertising business and "live" radio programs. A recent issue of the news-magazine "Time" carried a story of his radio successes and methods.

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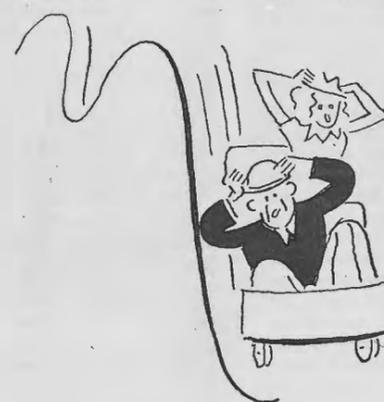
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