

SUBSCRIBE NOW —

to BROADCASTING AARDS

which is being printed and will be available in a few weeks.

The "Buying of Time" is playing an important part in the rehabilitation of Australia in the Post War era. Radio is established as part of the home—latest Official Listener Licences issued by the P.M.G. for the Commonwealth total 1,436,894. When Sponsors select Radio as their advertising medium they obtain a SERVICE that will impart their sales message simultaneously to a vast listening audience.

And talking of SERVICE—

The Broadcasting Edition of the Australian Advertising Rate and Data Service (AARDS) provides all business men concerned in "Buying of Time" with a SERVICE unequalled in Australia. After publication, monthly amendments are posted to each subscriber so as to keep his copy up to date.

Setting out in numerical order in their respective states the 106 commercial broadcasting stations of Australia and New Zealand, Broadcasting AARDS presents in detail the rates and essential data of these commercial stations, providing subscribers with an accurate and easy means of reference for the information required. Broadcasting AARDS provides still further important information with up-to-date alphabetical listing of transcriptions and their producers, details of Recording Studios, Advertising Agencies, Licence figures and distribution, Station Locations and Frequencies, the Broadcasting Act and a host of other general details, all of which assist in the planning of an advertising campaign for Radio.

Yes—with such a collation of material Broadcasting AARDS is indeed a MUST for all those whose business involves the "Buying of Time."

Subscription to each edition of AARDS including the monthly amendments is

Australia, £2/2/0; British Empire, £2/10/0; America, \$10; Foreign, £3/3/0

PUBLISHED BY
MINGAY PUBLISHING COMPANY

BOX 3765, G.P.O., SYDNEY, N.S.W.

AND AT

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

COMMERCIAL BROADCASTING

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

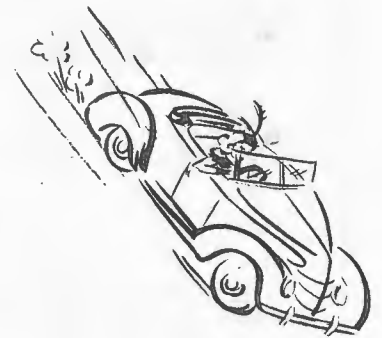
Vol. XV, No. 6 (435th issue), Thursday, October 3, 1946

Hi Fellers
The Lady was Driving!



I'd better duck after this one . . . but

A man I know (he's married) defines a lady driver as a woman who can rush through a 12" aisle in the tinware section of a chain store without knocking anything off the counter . . . and then go home and knock a door off a 12 ft. garage.



I wouldn't know, because I don't drive a car . . . but women's interests in radio—well, that's right in my line.

Remember when the women at home had nothing to listen to except records and chatter? Remember how the daytime serials gradually changed all that, and gave them just what they were looking for? . . .

To-day, it's "My Husband's Love," "Hollywood Holiday," "Man In The Dark," "Crossroads of Life," "Aunt Jenny's Real Life Stories," "Mary Livingstone, M.D.," "The Story of Napoleon," and "Victoria Queen of England" . . . what a great line-up of daytime features!

And that's only half the story. The point that matters is that Every One of Those Shows is on 2UW.

That's another MAJOR reason why, in daytime, as well as at night,



most people listen to

2UW

8 STATIONS

HAVING EVERYTHING an
ADVERTISER NEEDS to do a
SELLING JOB . . .

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

These stations take your selling message into the homes of the townsfolk and farm folk alike. Each station dominates the area it serves; each has what it takes to do a selling job for advertisers: Frequency; Power; Facilities; Complete local interest; and greatest of all - Listeners.

You cannot afford to omit these stations from your advertising appropriation. They give you coverage where you need it.

All particulars from:

AMALGAMATED WIRELESS (A/SIA) LIMITED
SYDNEY BRISBANE MELBOURNE

COMMERCIAL BROADCASTING

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

THURSDAY, OCTOBER 3, 1946

Vol. XV, No. 6 (435th issue)

Contents: Page

Colgate Shows Shift November 4	5
How Elections Were Covered	5
Tributes to Frank Marden	7
Lever's Foundation Day	7
McNair Discusses B.M.B.	9
Merchandising Should Be Tailored	11
Norman Corwin	13
Buying Radio Time (Carruthers)	16
Recordings-Transcriptions	18
U.S. Radio News	19
P.M.G.'s FM Experiments	25
Advertising Agencies	29
Merely Personal	30

Advertisers This Issue

Argus Network	4
A.R.C.	23
Allan, Stanford	28
A.W.A.	2
ARDS	32
Face Gibson	14
Homecrafts	24
Radionic Products	24
Recording Centre	18
Middell, Norma	30
Sellers	18
V.B.N.	31
White & Gillespie	18
2HD	22
2KO	12
2KY	18
2UE	6
2UW	Front Cover
3AW	8
3CV	20
3KZ	10
3XY	26
4BU	28
4LG	26

MANAGING EDITOR, Oswald Mingay; EDITORIAL STAFF, Lex Lippmann, Jack Angus, Edwards; ASSISTANTS, Gordon Breakpear, Mingay, R. Meadows; ADVERTISING, Basil W. ACCOUNTS, Miss Evelyn Davis.

MELBOURNE REPRESENTATIVE, Beatrice T. Beau, Assistant, Eva Godfrey, Room 6, 1st Floor, 96 Collins Street, Box 1774, G.P.O., Phone C 2642. Telegraphic: OSMINGAY, MELBOURNE; ADELAIDE REP.: Joy Cochrane, Room 401, Commerce House, Featherstone Place, Box 938, G.P.O. Phone Cent. 7944. BRISBANE REP., Sylvia Brown, Room 4, 2nd Floor, 115 Queen Street, Box 782, G.P.O., Phone B 5320; PERTH REP., Elizabeth Farrington, Room 6, 1st Floor, T. & G. Building, St. George's Terrace, Box J656, G.P.O., Phone B 5320.

COMMERCIAL BROADCASTING, published every second Thursday by Mingay Publishing Company Pty. Ltd., 146 Foveaux Street, Sydney, N.S.W. 1/- per copy. Back copies (if available, 2/- each). Subscription Rates, 10/- per annum (1/- for two years) post free in Australia; 13/6 other parts British Empire; 17/6 all other countries. Registered at the G.P.O., Sydney, for transmission by post as a newspaper. Contents copyright. Printed by Radio Printing Press Pty. Ltd., 146 Foveaux Street, Sydney. Box 3765 G.P.O., Sydney. Phone FA 7054. Telegrams and cables: OSMINGAY, Sydney.

EDITORIAL

Labor Policy Gets Green Light.

Rip Van Winkle woke up on Monday morning. "Who won the elections?" he asked. "The Liberal Party lost them!" piped up a voice from the rose bed nearby. It was Cinderella.

That may as it may be. But the cold hard Monday morning fact faced Australia. The same old Labor Government is back in POWER. That's the way the majority of Australians wanted it when they went to the polls on Saturday.

The effect on broadcasting is going to be most interesting. F.M. will forge ahead more rapidly than would have been the case had the Opposition been more successful, because those who are behind the Government desire the introduction of F.M. with the shortest possible delay. They and the Government wish to satisfy the clamour for more broadcasting licences.

In retrospect now it can be said that the election was won "over the air" by the Labor Party. Not that they had any advantage in the use of this medium at the expense of the others, but because they were able to tell their story which appealed to the majority by the most appealing mass method known, and without having to submit to the scrutiny of a critical hustings audience. It is interesting also to contemplate the possible cumulative effect of the heavy barrage of advertising and publicity for the forthcoming Commonwealth Loan which preceded the opening of the election campaign and carried on through it.

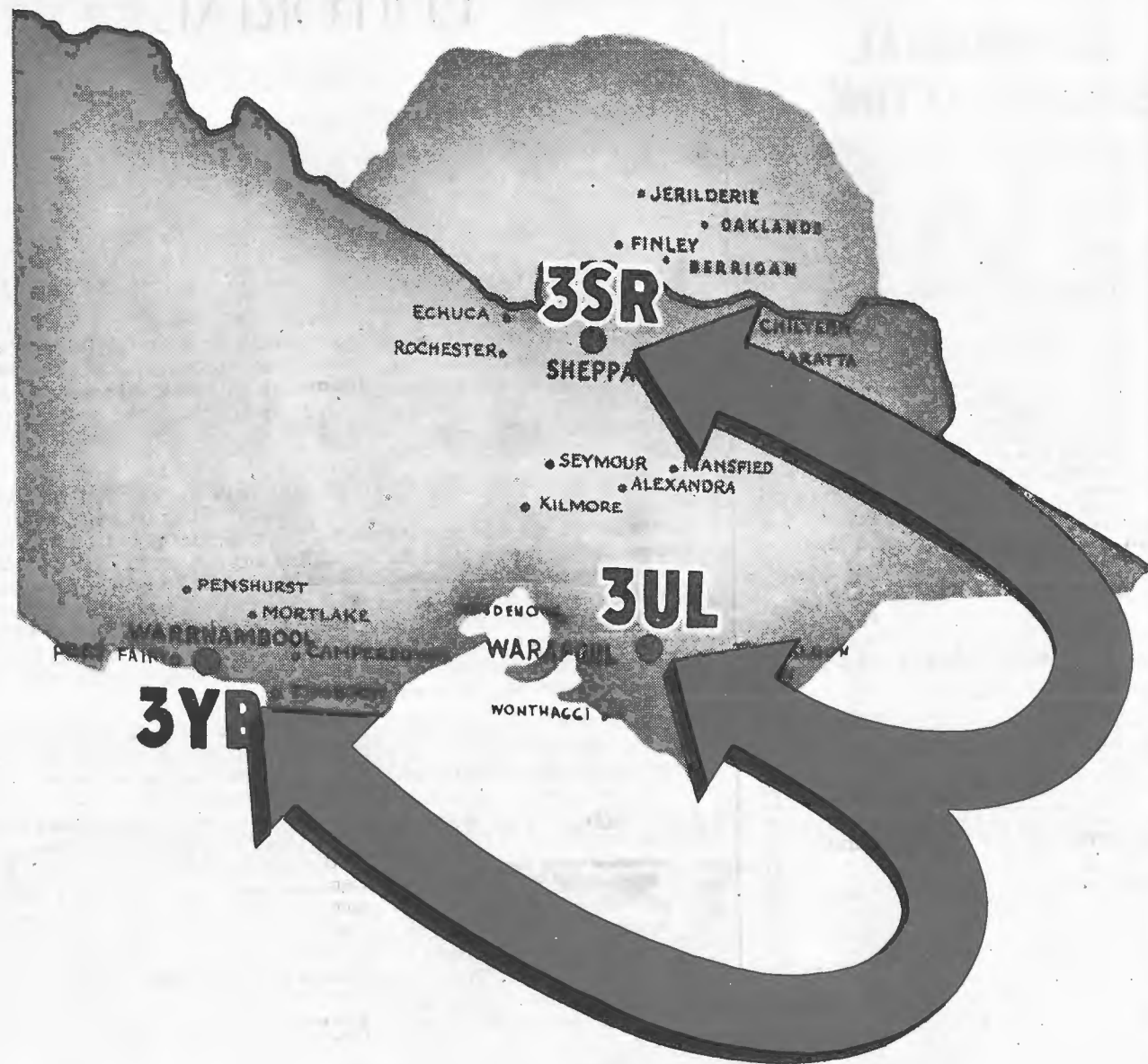
It would appear that the days of the election hustings are over and the days of the public meetings preceding elections are numbered, particularly with the prospect of television in view, and the even-more personalised approach, right into the people's homes, that it makes possible. Mr. Chifley's Government has been returned with a thumping big majority, yet Mr. Chifley's public appearances face to face with the electors during the campaign were remarkable for the few people who attended them. Much the same can be said for the Liberal Party meetings. Political meetings nowadays are, in the main, only attended by the staunch supporters of the party in the particular area, and the "professional" hecklers. Their collective vote would hardly win or lose one electorate let alone the 74 throughout the Commonwealth.

Frank Marden Retires.

Frank Marden's retirement from broadcasting removes from the industry a man whose ableness has been a foundation and a pillar to the whole structure of broadcasting in Australia. Chairman of the Telecommunications Commission, Mr. Jim Malone, described him this week as "a great man" and said "he will be remembered". Those two phrases key the high regard, the respect and affection that Frank Marden has won throughout the broadcasting, and in fact the whole commercial world of this country.

Frank Marden is retiring to the land—to his little plot near Gundagai—with a philosophy as real, as earnest, as refreshing as the real goodwill his fellow men have in the past two weeks been asking him to take with him from the bustling metropolis. He told his friends at the BREIF Club luncheon in his honour this week that he was retiring, not because he was old or that he was no longer of use to his company, but just because he had the "wherewithal" and the urge to be able to get up in the mornings and do what he wants to do without the fetters of business demands, to look upon the green grass, and be happy in his many good friendships.

Frank Marden has achieved an honourable ambition. No man can ask of life and work more than that. Your friends salute you. Broadcasting will miss your steady hand upon its helm.



The Big 3 in Victorian Country Radio 3SR-3YB-3UL

A big three made still bigger by the Argus Chain. When buying radio time in Victoria, remember these four points:—(1) The fourth largest city in Victoria is Warrnambool—3YB—covers a fifty odd thousand potential listeners. (2) To cover rich central Gippsland—the use of 3UL is a geographic necessity by virtue of its surrounding range of mountains which acts as a barrier to outside radio reception. (3) 3SR, the 2,000 watt station, gets deep into Southern Riverina—in addition covers the Goulburn Valley, North-Eastern Victoria and the Ovens and Kiewa Valleys. (4) The use of all three . . . SR-UL-YB . . . entitles you to a full 10% chain discount.

THE ARGUS VICTORIAN COUNTRY NETWORK

HEAD OFFICE: 365 Elizabeth Street, Melbourne. Phone: FO411.

SYDNEY REP.: V. M. DINNENY, Herald Buildings, 66 Pitt Street. Phone: BW8493.

Colgate-Palmolive to Switch From Macquarie Network at Close of this Month

Independents to Carry Famous Features

The biggest switch of broadcasting outlets in Australian radio history will be effected on November 4 when the whole of the programs of Colgate-Palmolive Pty. Ltd., move off the Macquarie Network on to a chain of independent stations.

The move has been afoot for some time and protracted negotiations between the sponsor and Macquarie executives through the agency George Patterson Pty. Ltd., were reported in last issue of "C.B.". At that stage, it was thought that a compromise proposition put up by Macquarie would prove acceptable to all parties. Eventually however the compromise was not agreed to by the sponsor.

The Colgate shows on the Macquarie Network had been placed under a master contract representing possibly the biggest time buy in Australian broadcasting history. The total figure would be something between sixty and seventy thousand pounds.

George Patterson Pty. Ltd. announced this week that under instructions from Mr. J. V. Moran, Managing Director of Colgate-Palmolive Pty. Ltd., the whole of the Colgate-Palmolive programs will be transferred as from Monday, Nov. 4, from the Macquarie Broadcasting Network to a chain of independent radio stations covering all the capital cities of Australia and a widespread structure of powerful country stations.

There will be no change in the standard of character of the programs which will include Jack Davey's "Leave Pass" on Mondays at 8 p.m.; "Calling The Stars" on Tuesday, from 8 to 8.45 p.m., with Dick Bentley; "Lasting Loveliness" with John Fullard on Tuesdays at 8.45 to 9 p.m.; "The Cashmere Bouquet Show" with Bill Fennell on Wednesdays from 8 to 8.30 p.m.; and "Colgate Cavalcade" with Jack Davey and Roy Rene ("Mo") on Fridays from 7.45 to 8.30 p.m.

All Colgate-Palmolive shows will continue to use Australian artists such as Stella Wilson, Joy Hoodless, Alan Coad, Peggy Brooks, Kitty Bluett, George Foster, Jack Carpenter, Laurie Brooks, and outstanding talent in every direction, and overseas artists as they become available.

The Colgate-Palmolive Orchestra will be maintained as the largest or-

chestra in commercial radio and at its high standard under the leadership of Denis Collinson.

"All of the stations carrying the foregoing programs will operate as completely free and independent units, in line with the new policy of the Company," it was stated. "Plans are on the way for the release of new peacetime products which will be sponsored by new radio programs at an opportune time."

The complete line-up of stations to carry the Colgate business after November 4 had not been finalised as we go to press but it is known that the following 31 outlets will be used:—

New South Wales: 2UE, 2HD, 2GZ, 2KA, 2NZ, 2WG, 2BS, 2DU, 2KM, 2LM, 2TM.
Victoria: 3KZ, 3MA, 3SR, 3UL, 3YB.
Queensland: 4BC-SB, 4GR, 4MB, 4RO, 4AY.
South Australia: 5KA-AU.
Western Australia: 6PM, 6AM, 6KG, 6GE.
Tasmania: 7AD, 7QT, 7DY.

THE LATE MR. ALF. WINN



The death occurred on September 28 of Mr. Alf Winn, one of the most popular figures in the Sydney retail trade and head of four big departmental stores in Sydney and suburbs. He is survived by his widow and two daughters.

The late Mr. Alf Winn was one of Sydney's most forceful merchandising men and a staunch and successful user of broadcasting. His was one of the first big retail stores in Australia to use the radio medium and because he had always taken a keen personal interest in all his own radio programs he came in close personal contact with many men in the broadcasting industry. He was liked by them, will be mourned by them.

Election Results Broadcast Services a Triumph for Commercial Stations

All over Australia the public, on Saturday night last, was able to follow the fate of the respective candidates in the Federal Elections practically vote by vote, thanks to the enterprise of commercial broadcasting stations. Sydney and Melbourne stations suspended normal programs from 9 p.m.—some earlier.

Macquarie Network's performance was outstanding with a total of 46 network and independent stations participating in a comprehensive schedule of relays worked out on a plan of four groups keyed to 2GB in Sydney, 3AW in Melbourne, 4BH in Brisbane, and 5DN in Adelaide. There were five complete 46-station national relays between 9 p.m. and 12.24 a.m. Between times individual state hook-ups gave the state counts and commentaries.

A spokesman of 2UW Sydney explained that their streamlined service was appreciated by listeners who were saved the fatigue of having to concentrate too deeply upon figure fractions. Expert political commentators who were engaged for the broadcast were instructed not to permit the service to develop into a spate of meaningless figures, but to give a clear analysis of each electorate as the figures were reached talking in each case in round figures. The interstate position was presented in a broad picture rather than in figured detail once every hour.

Station 2CH co-operated with 3UZ in Melbourne and was the first Sydney station to switch to the party leaders rooms when the issue was certain at midnight, for statements from the leaders.

Stations 2KY and 2SM also kept their listeners well informed of the position as the night progressed.

Eight N.S.W. country stations hooked on continuous landline from 9 p.m. to 12.45 a.m., were fed by 2UE's service. These were 2GZ, 2KA, 2KO, 2NZ, 2LT, 2LM, 2WG, 2KM, while 4BK Brisbane used the figures as required.

Melbourne stations similarly provided complete coverage, each with its special staff operating from the Tally Room. 3KZ made the earliest start—at 8.15 p.m. and carried through to 1 a.m. Sunday morning. 3XY made a late start—9.45 p.m. but carried on until 2.30 a.m. Sunday.



Advertising Notables —

Mr. J. B. PERCEVAL,
Principal,
J. B. Perceval Pty. Ltd.,
Sydney.

A flair for mapping and panorama sketching, shown as a youth in the Boer War, led to the establishment of the J. B. Perceval Advertising Company of Johannesburg in 1904.

In September, 1914, J. B. Perceval was helping to round up De Wet and Beyers in the then German West Africa; the Senussi Campaign and France followed. Again, mapping, sketching and cyphers influenced his service in and out of the trenches.

In 1919 he joined the Ideas Department of the Norfolk Studio, Fleet Street, London, and was engaged by Hultons to write the weekly queer story for the illustrated "Sunday Herald." This led to the management of the Witherby Advertising Company, Holborn Bars, and the establishment of his own Service Agency in Queen Victoria Street, London.

In 1923 he returned to Sydney on a business trip and decided to transfer his interests to his native State. He joined the late Mr. Fordyce Wheeler as Managing Director of Sales and Advertising (Australasia) Limited, Martin Place. He resigned in 1927 to launch his present company.

His service in World War II took the form of Operational Intelligence Instruction.

His spare time is given to interests on the land and geological field work.

A Reminiscence.

"In the third London General, after the first Somme offensive in 1916, we were all Bairnsfather fans. As a walking case, I went to see that great advertising man, W. S. Crawford (later knighted) and submitted a humorous advertising suggestion. He said to me: 'Women never put their hands in their pockets when they're laughing, and 95% of the time it is to them we advertise. Let the Editor amuse them. It is our job to sell them.' That made me think."

With William Arnott Pty. Ltd., Fisher & Co., and W. C. Douglass Ltd., Radio 2UE is prominent in the advertising schedules of J. B. Perceval Pty. Ltd.

FOR THE BEST IN PROGRAMMING, AND, CONSEQUENTLY, THE HAPPIEST CONTACT WITH LISTENERS, TIE UP WITH 2UE

Broadcasting, Radio and Electrical Industries Pay Tribute to Frank Marden on Retirement

Pioneer Points to Cultural Needs in Broadcasting

The retirement of Mr. C. F. Marden from the general managership of 2UW has left all sections of the broadcasting and radio industries deeply conscious of the loss of so capable a leader amongst them. The directors of 2UW last week farewelled Mr. Marden at a cocktail party and on Monday last the BREIF Club (representative of the broadcasting, radio, and electrical industries) paid special tribute to him at a luncheon with record attendance at the Wentworth Hotel. The following evening the Australian Federation of Commercial Broadcasting Stations, at Ushers, tendered Mr. Marden a brilliant dinner to bid him happy days in his well-earned retirement, and present him with a cocktail cabinet.

Opportunity was also taken at the BREIF Club function to welcome Mr. John Taylor the new general manager of 2UW, and to express congratulations to Mr. Jim Malone upon his appointment as chairman of the Commonwealth Telecommunications Commission, and to welcome Mr. Dan McVey, former Director General of Posts and Telegraphs, who recently was appointed managing director of S.T.C.

Speaking of Mr. Marden, Mr. Jim Malone said that a lot of people would remember him gratefully for his ever ready assistance. "He was one, and still is one of the greatest men in radio" Mr. Malone went on. It was a great pity, he felt, that Mr. Marden was leaving broadcasting while there was still so much to be done and in which the industry needed the experience of the men who have been through it.

Mr. Malone said he hoped that the industry would still have access to Mr. Marden's advice whenever it was needed.

"Thank you Frank, and may good luck go with you!" Mr. Malone concluded with a sincerity which was echoed in the tumultuous applause which followed as a tribute to Mr. Marden.

Responding, Mr. Marden said he was gratified to see so many of his old pals present—people he had worked with, thought with, and played with—friends all, alike, over the past 18 years.

Relating how he came to "get mixed up in broadcasting," Mr. Marden said he was 18 years ago a perfectly innocent picture man working in Perth when one day he received a telegram informing him he had been appointed manager of some new broadcasting stations the Government wanted to get going. He didn't know anything about broadcasting but it wasn't long before he was in Melbourne and there met Jim Malone who told him what he was to do and what was expected of him. Mr. Marden went on to tell of the early development of the national service.

"In those days," he added, "there was a lot of mystery about wireless and broadcasting and it was not far removed from the cats-whisker days. Those in it tried to keep it mysterious, and it took me some time to realise there was no mystery but that broadcasting was just an ordinary entertainment business—something between a newspaper and a picture theatre."

Mr. Marden ruefully recalled the time when the then Director-General of Posts and Telegraphs Mr. (now Sir) H. P. Brown, asked him if the national broadcasting company would "take on" a commercial station licence in each of the capital cities. "We told him we didn't think we had the time!"

Mr. Marden went on to tell of formation of the ABC to take over the national programs and how he had moved in to 2UW which then had a staff of 12 and was operating at a loss.

"To-day," Mr. Marden continued, "we have in broadcasting reached a stage where the public rates our service fairly highly. That position can only be maintained if commercial broadcasting keeps a little bit ahead in education and culture in all its programs."

Mr. Marden said he regretted that the Radio Industry Committee which he was instrumental in forming during his term of presidency of the AFCBS had been allowed to lapse in recent years. All interests in broadcasting—the broadcasters and the manufacturers—should be in a position to act in unison on any matters affecting the industry. It was necessary to protect themselves from the public and the politicians.

Mr. Marden concluded by saying he was getting out of broadcasting with very mixed feelings as it was inevitable.

(Continued on page 26)

Lever's Founder's Day Celebrations

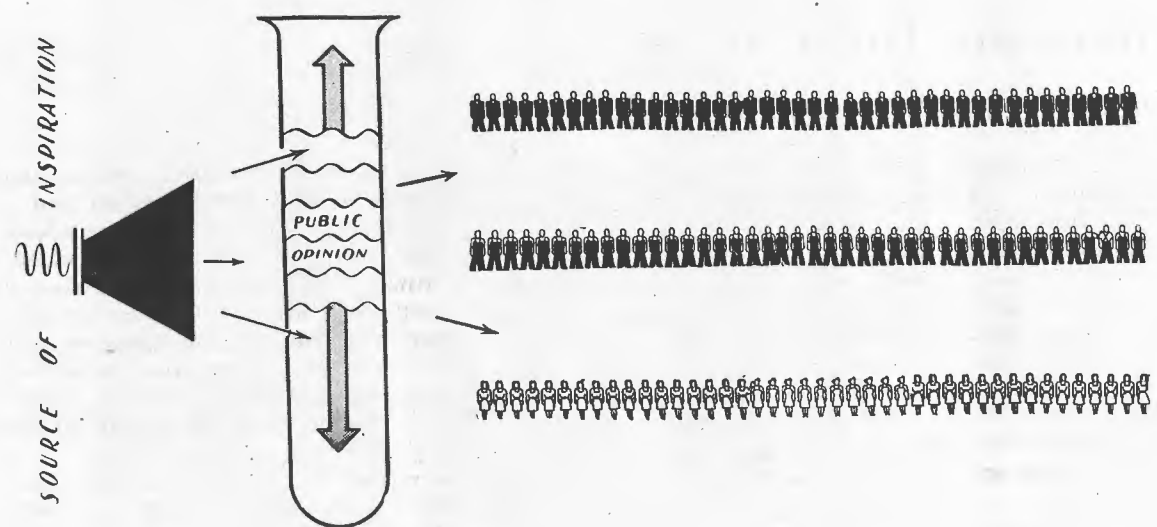


Last week was celebrated all over the world by employees of Lever Bros. Pty. Ltd. as Founder's Day Celebrations in memory of the founder of the firm, Viscount Leverhulme, who was born on Sept. 19, 1851, and died in October 1926. Ever since the year after his death, employees have celebrated his work and achievements.

The celebration in Sydney took the form of a Founder's Ball at the Trocadero, attended by about 1,500 employees. At this ball, the directors of Lever Bros. entertained the staff and ex-employees who have been pensioned by the firm.

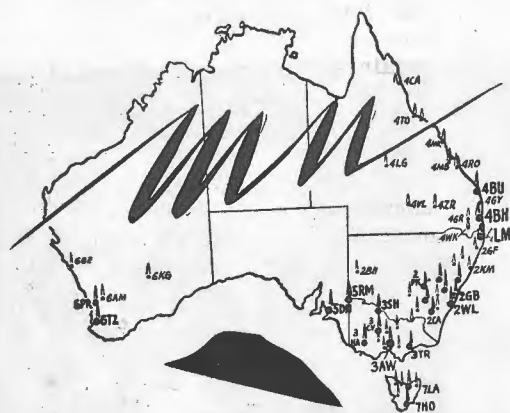
Our picture shows, left to right: Managing director of Lever Brothers Pty. Ltd., Mr. W. McPherson; Mrs. T. H. Rushworth; Mr. N. W. Hawley, technical director of Lever Brothers, and Mr. G. H. Rushworth, chairman of Lever Associated Enterprises, who were the official hosts.

PUTTING OVER IDEAS



The flow of influence

- (1) If it is desired to make a sizeable impression with your message you will do well to consider the findings of a leading U.S. University's Research Bureau. Ideas—and those you want incorporated in your sales message—do not percolate around the trade, or from one class group to another, up from the worker to the manager nor downwards to an appreciable extent.
- (2) The main dissemination of your business doctrines should be inculcated into each social group, and it is then in more likely ground for propagation. The broadcast word is the most positive way of ensuring this. A campaign from Melbourne's Macquarie set-up—3AW-3CV—is the first step in putting over your ideas effectively.



MACQUARIE'S
MAJORITY AUDIENCE
influences the
most people

IN VICTORIA, SAY
IT THROUGH
3AW-3CV

At Home with all the People

Circulation and Abracadabra

By

W. A. McNair, M. Com., Dip. Soc. Sc.

Director of the McNair Survey

Does anyone know what "abracadabra" means? "Circulation" is becoming just such another magic word, repeated again and again, but the meaning lost.

"Commercial Broadcasting" has carried a crowd of articles in recent months on ways and means of measuring radio coverage and circulation, but I for one must confess that some of them seem to make a comparatively straightforward problem unnecessarily confused and complicated.

No research man would suggest avoiding complications if they are inherent in the problem. Often in studying public opinion you find you can't get away from them. In advertising and merchandising, just as in the fields of politics or general economics, you just can't give a straight "Yes" or "No" answer to every question. People like one product for flavor, another for package size, another for price, another for child appeal and so on. One is often obliged to explore important side-issues to get a clear understanding of the problem.

But some of the current discussion on radio circulation wanders far from essential issues. It is like a small boy covering sheets of paper trying to work out a fascinating "Brain Twizzler" which a straight-thinking arithmetician with a few algebraic formulae in his head could solve in five lines.

Looking for a definition of circulation which would apply to both press and radio advertising, I would define it as the number of families capable of being reached by any one advertisement.

Press circulation thus identifies itself with the figures compiled by the Audit Bureau of Circulations—the average number of copies sold daily.

To get corresponding figures for radio circulations you have to proceed in three stages, finding out in turn:—

- (i) The number of radio families in the coverage area;

- (ii) The total number or proportion tuned in at the time in question;

- (iii) The number or proportion tuned in at that time to the station or program in question.

Anything else appears irrelevant. Thus you cannot take a lead from United States experience, which has led to the foundation of the Broadcast Measurement Bureau, set up to measure stations' potential audiences. There are many more stations in the States, and consequently much more overlapping. The population is spread much more evenly—unlike Australia, where half is concentrated in six cities which very advantageously and without excessive expense can be measured separately.

People are apt to forget that America has no system of radio licences, and consequently no official record of how many radios there are in each area. Here we have the very efficient statistical system maintained by the P.M.G.'s Department, whereby figures are issued regularly for the main metropolitan areas and for the areas within 25 and 50 miles of all important centres.

Admittedly none of these is a perfect measure of an individual station's primary coverage—as "Commercial Broadcasting" illustrated very aptly in an editorial note ("Those Arbitrary Circles") in the September 5 issue. Factors such as mountain ranges distort coverage areas well away from the even circles you see on the maps. Within 25 or 50 miles of three of the capital cities there are important towns—Wollongong, Geelong and Ipswich—which are provided for in substantial measure by local stations. But generally speaking, the P.M.G.'s figures are a reliable guide, and research does not indicate any very large proportion of unlicensed sets.

A station's audience inside the metropolitan area can be measured readily by sampling, as I have endeavored to demonstrate from time to time in articles in this trade news-

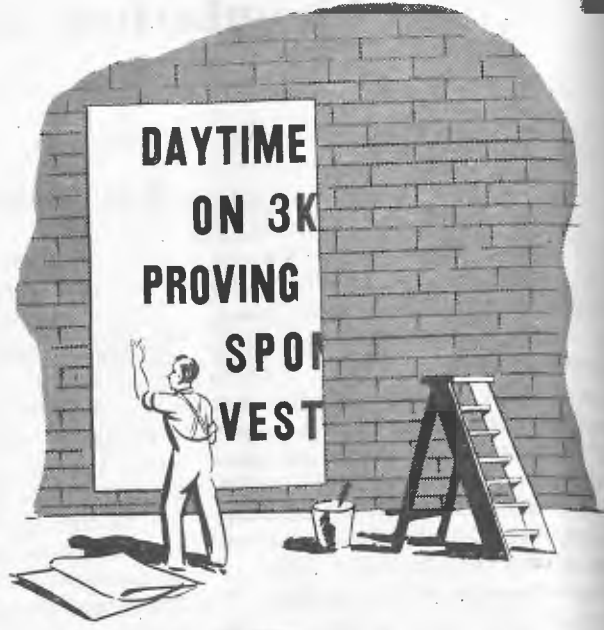
paper and elsewhere. If you must have something definite on its audience outside this area, the best method—and it is not a very exact one—is analysis of station mail. Thus you might find that 90 per cent. came from the metropolitan area, 9 per cent. from outside this area but within 50 miles, and the remaining 1 per cent. from districts 50 to 500 miles away. On these figures you could add one-ninth to the metropolitan estimate to get an estimate of total sets tuned in.

This is chiefly of use if you want to project percentage ratings so as to estimate circulation figures outside the area sampled.

Robert H. Leding ("Commercial Broadcasting," July 25) appears to think that a reliable measure of audiences may be found by asking "Which station do you listen to most?" This is an approach which loads the results in favor of the leading station, and fails altogether to take account of less popular stations which may still have a number of high-rating programs. This method is altogether unfair, and we have discarded it long ago in Australia in favor of the measurement of audience distribution quarter-hour by quarter-hour. The latter method, particularly when developed so as to show analyses by zones and economic groups, is comprehensive, clear and fair.

For similar reasons I am not in favor of the method proposed by Mr. G. Anderson ("Commercial Broadcasting," September 5), whereby a family is counted as a potential listening unit if they tune in to a particular station for 15 minutes or more in any one day. This errs in the opposite direction in that a station with only one popular session in any day gets as much credit as one to which listeners keep tuned in for several hours. In any case, why limit such a measure to a day? Why not a week, or a month, or a year? If you go far enough, you would find that every listener had tuned in to every

(Continued on page 24)



Quite possibly

3KZ

HAS A DAYTIME CHANNEL SUITABLE FOR YOU

Sydney Representative: A. L. FINN. 65 YORK ST.

Phones BW 6251, BX 1047

Radio Station Merchandising Should Be Tailor Made

"It shouldn't be handicapped by a set routine plan but made to fit each campaign," says Sam Levitan, Sales Promotion Manager, KSTP, St. Paul-Minneapolis, in "Printers Ink."

First, let's agree on exactly what radio merchandising is. Is it mailing a few letters to retail stores? Is it making a handful of half-hearted calls on jobbers? Is it putting a few extra plugs on the air?

I think radio merchandising is something more. I define it as the things a radio station can do to increase the effectiveness of the advertising it carries.

What are these things? Before we consider a specific account to see exactly how radio merchandising works, let me say that I don't believe effective radio merchandising can be done when it is handcuffed by a set, routine plan. If merchandising actually is to increase the effectiveness of a radio campaign, it must be tailor-made for each campaign, for each account.

Now to our example. When the campaign was set, the radio station merchandising man conducted a series of conferences with wholesale and retail representatives of the advertiser to study the distribution, merchandising and selling problems peculiar to this particular account in that specific market—and to analyze the approaches for the radio station's merchandising services.

Briefly, here are some of the things the radio station did to enlarge the effectiveness of that radio campaign:

1. Prepared special material for a sales meeting at which the sales staff was to learn of the radio campaign and other advertising.
2. Participated in this sales meeting, presenting the story of the radio campaign, the extent of the station's coverage, the number of persons their sales messages could be expected to reach on the program with an established rating that they had bought.
3. Prepared a special mailing to retailers to inform them of the extent and duration of the campaign and how they might tie in most advantageously to themselves and to the advertiser.
4. Prepared a series of special gad-

get letters for mailing to a list of big buyers the account was finding it tough to crack.

5. Prepared a special portfolio for the salesmen, giving them a complete story in pictures and copy for their own information and for their use in making retail calls.
6. Prepared special window displays.
7. Prepared special stage displays.
8. Arranged audience give-aways for sampling purposes.
9. During a month when the branch had a tough sales quota to meet, created a new kind of sales contest, tying in the salesmen's wives as well.
10. Provided display posters for use in retail outlets.

Results of this kind of merchandising are readily understandable, but I'll tell you about the effectiveness of some of these merchandising helps. The salesmen were so enthusiastic after the initial meeting at which the campaign and plans for merchandising it were outlined to them that they opened more than 500 new accounts between the date of the meeting and the time their company's sponsorship of the program started. Their distribution in the market rose from 54 to 97%. And this before the advertising actually had begun.

So effective was the special mailing of gadget letters that the recipients carried them around and showed them to others. And a number of the others—already good accounts of the clients—asked to be placed on the mailing list. In almost every case they helped get the client into the stores represented by the recipients.

The original sales contest gave the branch the greatest month it ever had—far exceeding the quota set.

In addition to the things mentioned, the radio station did others which, though effective and helpful, I consider as of a routine nature—like special air plugging of the program, pre-announcements and courtesy announcements, special men-

tions on promotional programs, plugging in the station's newspaper display space, etc.

An important thing to remember is that all of this did not take place in the first week or two of the account on the air, but over a period of time, with a constant follow-through on the part of the radio station merchandising man. Problems change, and the merchandising services should change accordingly.

All this may sound too expensive for any but the larger radio stations to undertake. On the contrary, merchandising is a service even the smallest stations can provide. Some stations charge for their merchandising service. There is no reason why they should not if that is their plan of operation. Merchandising is a valuable service, and, if properly and intelligently done, it certainly is worth its cost to the advertiser. On the other hand, other stations consider merchandising a legitimate selling cost just the same as a salesman's commission, entertainment or any other selling cost.

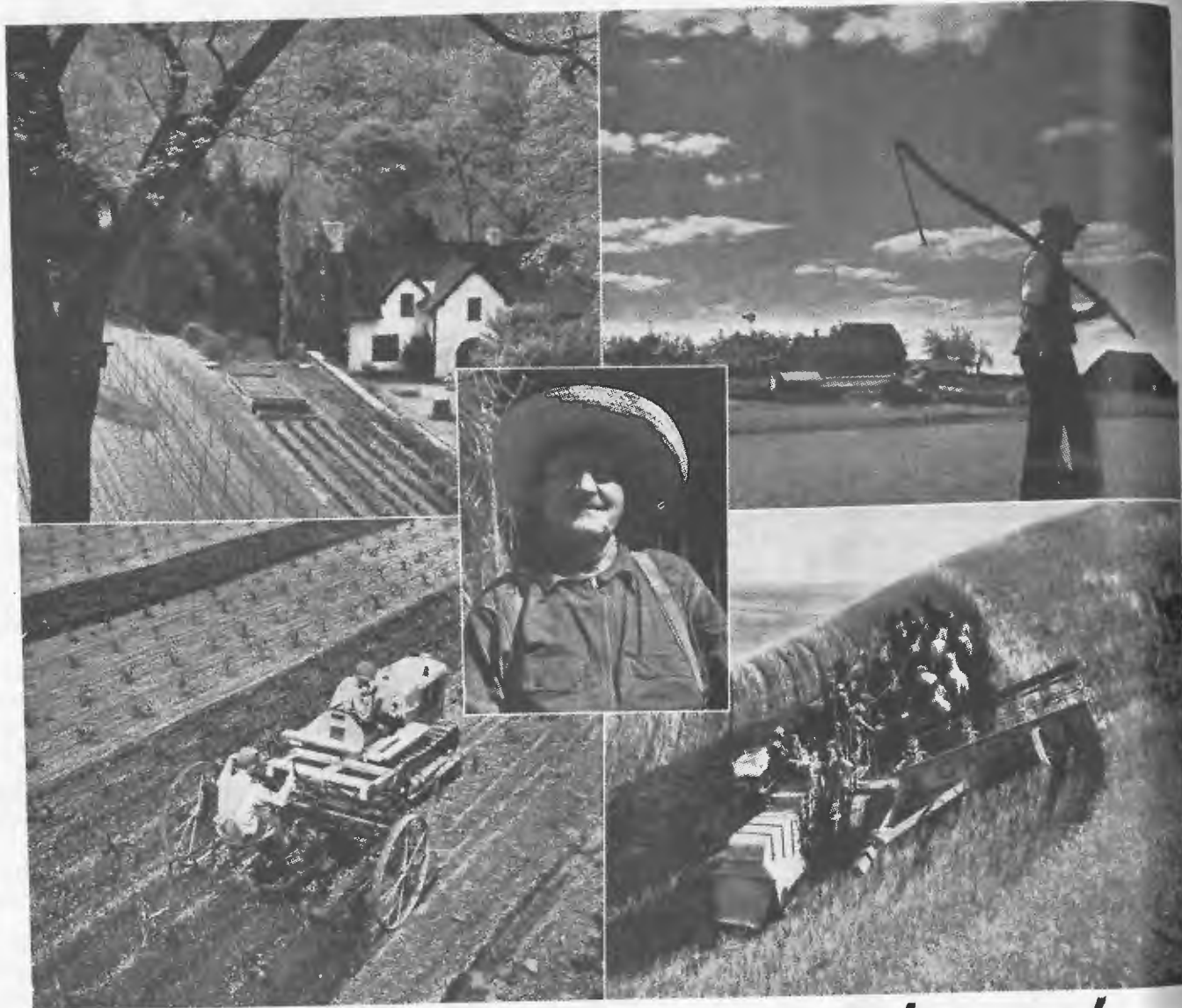
Now what does merchandising accomplish?

1. It sells the client's own local organization on the advertising campaign.
2. It sells distribution channels and retail outlets on what the client is doing in their territory to promote the sale of his product in their stores.
3. It builds good-will and additional station acceptance among advertisers and agencies.
4. It is a definite factor in selling new accounts and renewing old ones.
5. It is building good-will and station acceptance among the sales personnel, wholesalers and retailers.

Just for the sake of argument, let us assume that merchandising doesn't accomplish any of the first three—even though I am convinced it does—that it's only putting fancy pants on a lamb chop so a radio station can get \$1.50 for a 75-cent chop. If it accomplishes that, it is worth something to the radio station.

As long as merchandising proves effective with advertisers and agencies and produces the kind of results it does in the form of contracts, it provides its own answer to the question, "Should a radio station merchandise?" The answer is, "Yes!"

The Fertile Hunter Valley helps make YOUR Market..



WHILE servicing vast coalfields and a tremendous industrial area, it should be remembered that 2KO also completely blankets the fabulous Hunter Valley — most fertile source of this land's rural wealth.

No other Broadcasting Station in the Commonwealth can offer such a wide diversity of audience—of city population, PLUS a rural market, PLUS a vast industrial centre.

2KO coverage is a vital link in YOUR national radio advertising campaign.

through
2KO
NEWCASTLE



CORWIN

—HIS MIGHTY "ONE WORLD" MISSION

If there were a few more Norman Corwin's in the world, maybe the world could rid itself of all its international ills. But, at the moment, there is only one Corwin and as yet no "one-world". He has just completed 10 days' stay in Australia—the second-last of 20 countries visited in the course of a world tour to collect material for a series of broadcasts telling how the peoples of other lands live—their thoughts, ideas and ambitions in respect of the "one world" ideal.

Norman Corwin is the first recipient of the Wendell Wilkie Memorial "One-World" Award and is making the tour under the auspices of the Wendell Wilkie Foundation and the Common Council for American Unity. He was awarded this trip because his script "On a Note of Triumph", written to commemorate victory in Europe, and other writings were judged the best contributions of 1945 to the concept of One World in the field of mass communication, radio, press, and films."

Long before that triumph, however, readers of "C.B." will recall frequent references to the scripting and production genius of this man, who has for several years appeared as the most dynamic playwright and producer in American radio. At a press interview at the Hotel Australia, Sydney, last week, Corwin talked for an hour, answering a multitude of questions hurled at him, ranging from international politics, through European reconstruction, to details of radio program production.

Referring to the recent contracts entered into by Bing Crosby for the making of transcriptions, and asked if that was a pointer to the possible development of America exporting her overseas broadcasts some of her top-line big shows rather than the serial types of the past, Mr. Corwin said that it was possibly the aim of the recording companies, but Bing Crosby or other artists on disc instead of live appearances would not be welcomed by the networks. Mr. Corwin

stated that Australian radio productions were quite highly esteemed in America.

Speaking of Russia, Mr. Corwin said that the Russians had not explored the great potential of broadcasting to the same extent as they had the films. In Russia broadcasting to-day gave emphasis to news and to music.

Asked if radio could not be enlisted for the propagation of the "one-world" ideal, Mr. Corwin warned that we must not "sentimentalise over the potential of radio for international goodwill". It had been stated freely and often that broadcasting recognised no international borderlines. That could easily be proved wrong by the "jamming" of any broadcast over any country's border. Radio reflected the society it served and could be used to mal-educate as easily as it could be used to educate people. "Ideally radio is the greatest force for international goodwill, but it has not worked out that way in practice to date," he added.

Mr. Corwin would not be drawn out on a discussion of the relative merits of commercial broadcasting as a system and of nationalised broadcasting.

"I feel that commercial radio can be very badly abused and in America has been abused, such as in the cases documented in the FCC Blue Book," he stated. "A commercial system which is venal and places profit above service to the people will defeat itself and in so doing damage radio to a great extent. Radio that panders to a low taste is of no more cultural value as an industry than the manufacture of mops—probably far less.

"There have been excessive abuses of radio in America," Mr. Corwin added, and went on to quote the recently-published book, "The Hucksters"—a satire on commercial radio and its sponsors—in which one character depicted as a wealthy sponsor stands at the end of his highly-polished board-room table and spits upon it, then declares to the horrified gathering, "Gentlemen, you will

never forget that!" That, Mr. Corwin explained, reflected the fact there was a school of advertising thought in America which says you must annoy the listeners to make them remember. He also condemned the "singing commercial", which he described as another abuse of radio.

Replying to a question about television, Mr. Corwin expressed the opinion it cannot compete with the movies or the legitimate theatre, but that its greatest contribution was in the field of actuality broadcasting of special events.

Mr. Corwin holds out a lot of hope for the world and its peoples. He will not admit there is any such thing as a perverse human nature and considers that we had progressed beyond the days when if you bumped your neighbour on the sidewalk it led to a duel and possible death or injury to one or the other.

The great task in Germany was the re-education of the German peoples. That was a major step towards world unity. The spirit of Nazism, he was convinced, had not been defeated by the Nazis' defeat at arms.

He would not pretend to know the world on a three months' acquaintance and could promise not to write a book on any one country he had visited.

The way to peace in the world was, he believed, not by a belligerent psychology, but through fairness and firmness. We did not allow our friends to walk all over us in individual human relationships and that same idea could be carried into the international sphere. Hostility reaped only hostility.

Mr. Corwin touched on the word "diplomacy". In an English dictionary in much use in America, he said, part of the definition of the word diplomacy read: "the artful management in securing advantages without arousing hostility". He would like the conception and definition of diplomacy to read: "Artful management for securing amity for the highest mutual advantage."

★ Good
★ Radio
★ Entertainment
★ Doesn't Grow on
★ ROSE BUSHES
★ But it does come from
★ the studios of



GRACE GIBSON RADIO PRODUCTIONS

Top line Radio Entertainment is our Specialty. When Sponsors select a Grace Gibson production they can be certain that the years of experience of this class of work that Grace Gibson and her staff have had will ensure a radio program presentation that will entertain the whole family.

Examples of this high standard of radio programs available now from Grace Gibson Radio Productions are:—

★ "HALF HOUR THEATRE PLAYS" (Sponsors can give their own Session Title)—Self-contained . . . featuring Australia's top-line artists, produced by Reg. Johnston from American scripts currently broadcast nationally in America, including "Stars over Hollywood," "First Nighter," "Curtain Time," "Silver Theatre," "Suspense." Sponsored in New Zealand by Horlicks. Now in Production. (Available throughout Australia).

★ PRETTY KITTY KELLY—1 hour serial—features story of Goldenhaired Irish lass in bursts of romance, drama and comedy. 950 American scripts from top line Columbia Broadcasting System shows available. Ran for 3½ years in America over C.B.S. for 5 nights weekly at 6.45. Suitable for early evening or daytime. Australian cast features Lesley Pope and John O'Malley.

★ "THE AUSTRALIAN STORY"—A 52 1-hour self-contained documentary—a dramatisation of the events which transformed an unknown country into one of the great nations of the world. The most interesting story told of the history of our Continent. Novel in treatment, crammed with action, places more emphasis on human relations than mere events. Written and produced by men who are experts in Australian history. Sold to 3DB-3LK and 4BK. Available elsewhere.

★ OUT OF THE NIGHT—New 52 1 hour self-contained show. Out of the Night comes the whispering voice of the Night Wind to tell another story of Man's battle with life. . . . A story unbelievable but true. These tales are as strange and unbelievable as life itself—but each one authenticated and verified by the world's highest authorities. Currently sponsored by Castlemaine Perkins (manufacturers of 4 X Beer) on 4BC Brisbane and New Zealand. Available elsewhere.

Exclusive Musical Effects are prominent in all Grace Gibson Productions.
Write, 'Phone or Call for full particulars.

GRACE GIBSON

Radio Productions

Exclusive Agents in Australia for Standard Library of Music and Sound Effects.
SAVOY HOUSE, 29 BLIGH STREET, SYDNEY
Telephone: BW 4681. Telegrams: "GraGibson"
Melbourne Representative: Oaten-Ward, 379 Collins St. Phone: MU 4725.

Atlantic Backs Radio Program with Huge Publicity Campaign

New Bob Dyer Show Slated for Over 30 Stations

More than 30 stations will be broadcasting the Atlantic Union Oil Co's new Bob Dyer show which opened up on the 8 p.m. schedule last Saturday night from 2UW Sydney.

The advertising department of Atlantic, headed up by Mr. Jack Lee, has placed one of the heaviest merchandising campaigns in history behind the radio show with almost every avenue of publicity being exploited to draw attention to the broadcasts.

Large press spaces up to full pages (in the weeklies) were used in Sydney and Melbourne papers in the week preceding the opening night. Eleven inch over 3 columns spaces are being used in every centre of broadcast throughout the country press, each advertisement being localised to the station in its particular area.

Some of the other aids to the campaign include the issue of 100,000 leaflets, 35,000 sets of calico pennants (Sydney newsboys wore these pinned to their backs on Friday last), 5,000 quad crown posters, 5,000 showcards for windows, 5,000 window streamers and 100,000 envelope stickers. Most of that material is being distributed through the company's sales force in all territories, the material being zoned out in accordance with population density. In addition supplies of the material have also been forwarded to all broadcasting stations using the

program with their individual call-signs overprinted on it.

Road signs on Sydney's four main arterial roads have been painted up and six in Melbourne. These are all 20 feet by 10 feet signs, while the reputed largest road sign in the Southern Hemisphere—on Battle Bridge, Petersham, which carries the railroad across Parramatta Road has also been secured and the 70 feet by 12 feet sign there tells the same story.

Most of the stations in the line-up will take the show Saturday nights on landline. These include:—

N.S.W.: 2UW, 2AD, 2AY, 2BE, 2GF, 2GN, 2GZ, 2KA, 2LM, 2KM, 2NZ, 2KO, 2TM, 2CA, 2WG and 2WL.

Victoria: 3DB-LK, 3BA, 3BO, 3MA, 3SR, 3UL, 3YB, 3TR.

South Australia: 5AD-MU-PI-SE (from January 4).

Queensland: Stations yet to be arranged to commence in January.

Bob Dyer who has linked up with J. Malone as Dyer-Malone Advertising was responsible for the placing on stations.

INDIAN RADIO LICENCES

The number of broadcast receiver licences in force in British India at the end of June 1946 was 212,900 as against 200,974 at the end of June 1945. Altogether 17,603 licences were issued during the month, of which 6,093 were new licences.



Bob Dyer takes a keen interest in, and has an intimate knowledge of every phase of production of a show for radio. Here he is seen with Gordon Peck, control operator, in the control room at 2UW Theatre during an orchestra rehearsal of "The Atlantic Show."

ARCHBISHOP DUHIG'S JUBILEE



Brisbane's Roman Catholic Archbishop, J. V. Duhig, has just celebrated his 50th year of priesthood, and the public paid tribute in numerous demonstrations. 4BH gave comprehensive broadcast coverage, and from 8 to 9 p.m. on Thursday, Sept. 19th, a relay was made from the City Hall of the Laity's Demonstration. On the following Sunday a broadcast was made of the Eucharistic Service and Public Act of Thanksgiving, held at the Exhibition Grounds. His Eminence Cardinal Gilroy attended all demonstrations, and at 3.30 p.m. Monday, 23rd, 4BH took an excerpt of the Lord Mayor's reception to Cardinal Gilroy. Station 4WK covered the civic reception at the Warwick Town Hall and the church reception at St. Mary's Church tendered to Cardinal Gilroy in the Cardinal's first public appearance in Queensland, en route to Brisbane for Archbishop Duhig's jubilee celebrations.

Opens at 5.30 a.m.

Commencing last week, 2HD Newcastle extended its hours a further thirty minutes to open at 5.30 a.m. each day. The station now provides a service for the northern coalfields and industrial district between 5.30 a.m. and 11 p.m. Sunday to Friday, and 5.30 a.m. until midnight on Saturdays. Personalities, progress, and service have been the keynotes of the station's activities in the little more than 18 months that 2HD has been back on the air.

MOVIE NEWS FOR PERFUMERY CO.

Commencing on October 10 from 3KZ, Perfection Perfumery will sponsor "The Beach Tan Movie Question Box" for 52 weeks. Handled by Denbeigh Salter, this session will be on the air every Thursday night from 7.30-7.45 p.m.

The sixth lecture in the 21 Club of Australia series on commercial broadcasting was delivered by Mr. Tom Carruthers, a director and media manager of the J. Walter Thompson Agency, Sydney, who very ably discussed:—

THE BUYING OF RADIO TIME

Introducing his subject, Mr. Carruthers said:—

"Those of you who have spent a couple of hours selling a difficult client on using radio, will agree that it is not easy to discuss a detailed subject like radio buying in the short time at our disposal. So we will not consider the future commercial possibilities of television and Frequency Modulation. Also, because of time limitation, I will talk from the National advertiser's viewpoint which should cover the use of commercial radio in its broadest aspects.

When should Radio be used.

"This is where the time buyer starts to earn his salary. He shouldn't start work after the advertiser or client contact or the boss's wife have decided that radio should be used and in what form. The time buyer, who should know what radio can and can't do, who should know the product, its sales history, its distribution and market and the basic selling theme, must make the final recommendation on when and how radio should be used.

"A superficial knowledge of the product is not sufficient—the really important thing is what the product does for the listener. The listener is not interested in anything except how the product will aid or affect him.

"If the available advertising appropriation limits the product to one medium it's up to the time buyer to confer with key media executives and the client contact and decide whether the product and its selling story call for the visual approach or the oral approach.

"The client may want to use radio but it's up to the time buyer to advise if radio will give greater concentration of the potential market and enable the selling story to be told more often and more effectively than would be the case if the appropriation were to be spent in press or other media.

"If you know the client shouldn't be using radio, and you have your reasons why ready, don't be scared to tell him he will do so only over your dead body. You will gain his respect and keep your own.

"Maybe the advertising budget will

enable the client to use one medium adequately plus a supplementary medium. The time buyer should determine whether he should recommend radio and if so what proportions of the total advertising budget should be appropriated to radio and the form to be used. He must gather his facts in order to know whether radio should be the advertiser's first line of advertising attack or merely supplement the press or other media.

"My own belief is that generally speaking, an adequate job of coverage and frequency should be done in the basic medium before moving into another. Many a worthwhile radio appropriation has become available as a result of sales increases built by adequate press campaigns. Such advertisers maintained the strength of their press campaigns when they moved into radio. Consequently, if the press is obviously the basic medium, the time buyer would be ill-advised to recommend weakening it to danger point in order to provide a budget for a half-baked job of radio coverage. Far sounder for him to recommend keeping the press strong and perhaps supplement it in one or two States with a spot campaign or an inexpensive radio program. In a few years, this should build sales and enable the appropriation to be increased so that the radio coverage can be extended and eventually a substantial budget should be available to sponsor a program in all States.

Can Radio Build Sales?

"The answer, covering a wide range of products is *yes*. Many of you are familiar with some of radio's successful case histories. Speaking from personal experience, I know of several small appropriations which were taken out of press entirely before the war and put into radio. Admittedly the products were naturals for radio. One business doubled its substantial turnover in 12 months and the other had a spectacular success also. There were no other influences which would have affected sales. They were clear-cut cases of radio doing an outstanding job of national selling.

"However, don't let us kid ourselves that radio advertising or indeed any form of advertising is an exact science.

There is still an element of risk but the risk is considerably reduced when you have the two things which make for sales success—a good product and the right selling story. Don't let the risk, the harder and less profitable work in radio, stop you recommending radio if you know it should be used by the client.

How should Radio be used?

"We can sponsor a program or buy spot announcements, we can buy Australian-wide or State coverage, or we can use Day or Evening Times.

"The time buyer's recommendation is governed by the size of the radio budget, the product's selling story and if the product is a seasonal or year-round seller.

"We have seen how the time buyer should have his say on the size of the radio budget—he should now have his say on how it should be spent. He knows that National radio coverage costs money—real money. He knows that the product is not a seasonal one, it hasn't a bargain-price story, but is a nationally distributed product which needs a sponsored show.

"An hour's show in the evening costs up to £30,000 a year; a half-hour evening—£18,000 to £26,000; a ¼-hour serial 3 or 4 nights a week—£20,000 to £32,000 a year; a daytime serial 4 times weekly—£14,000 to £18,000. Even the sometimes-despised but very effective one-minute spot campaign costs from £5,000 to £10,000 a year, depending on whether day or evening times as used. The buyer of national radio time is in amongst the big money and he has to be right—of else.

"If having decided to use radio and the appropriation is adequate, thinking of the client and time buyer should be that they will continue to use radio for many years, because in general, radio is a long-term investment for a national advertiser. It is not a "stop" and "go" medium. Listening habits have to be established and this takes time and radio's selling effectiveness and goodwill building are cumulative. For these reasons a program has advantages over spots, and a program with a potential long life has an advantage over one with an obvious short life.

"We'll assume that we have an approved appropriation which is large enough to consider sponsoring a program for broadcast throughout Australia.

What Type of Sponsored Show?

"In order to build or buy a program designed to appeal to the potential purchasers of our product, we must know whether the product's main appeal is to the rich or poor, man or woman, child or adult, the country or city dweller.

"If we have an institutional or public relations story, a good buy might be a half-hour show with fore and aft commercials similar to the "Life of Melba" which tells a public relations story for Australian National Airways.

"Perhaps we are depending heavily on radio to sell a product which sells in a very competitive market. Here repetition and continuity of our selling message are essential. Maybe we will be doing the right thing if we decide on a half-hour show but it is a gamble. The gamble will not be so great if we can create or buy a show in which we can frequently and naturally introduce a mention of the Product.

"Perhaps we decide in favour of a ¼-hour show, three or four times a week. Usually the increase from the third to the fourth broadcast gives an appreciable lift in audience. This increase in audience is not so noticeable if a fifth broadcast is added but it does give an extra opportunity to sell.

"If our selling story should be directed mainly to the housewife, then a daytime ¼-hour serial may be indicated. Other daytime radio entertainment is available but most women listeners tune-in to the serials.

"We should consider the type of customer that presents the greatest potential market for our product and should build a program to appeal to that purchaser. The selected program should be expressive as a unit of the sales message and of the character of the sponsor. A good example of this is Martin's Corner, which is sponsored by Kelloggs. The story centres around a grocery shop and as a result, the commercials fit naturally into the show.

"It pays to be careful when shopping for a packaged show—it appears that many shows are purchased without proper regard to the sponsor and his selling message.

"The question arises of a recorded or handlined show. Both have particular advantages and a great deal depends on the type of program selected. The advantage of a recorded show as far as a time buyer is concerned is that it enables him to select times without regard to a national

Carruthers on Program Selection

landline hook-up, thus obtaining the best ready-made audiences in different parts of Australia.

"Having decided on the type of program, we start shopping for stations and times. How many stations and which ones. Starting with the total radio budget, we have to decide what percentage of it should be spent in each State. Usually this is done by relating the advertising expenditures to the State breakdown of sales and population and to the competitive product situation. If press and other media are to be used also, then their State expenditures should be grouped with the proposed breakdown of radio expenditure so we can see the total result and adjust costs if necessary. This is essential because the advertiser has to know what his selling expense and profit and loss are in each State just as much as for the whole of Australia. Because of heavy transport costs, he may decide to underspend in Western Australia and heavy-up elsewhere.

"Largely because of geographical factors, radio coverage is more expensive to buy in some States than in others. A study of the sales history of our product may disclose that we would be justified in spending more heavily in a State such as Victoria. But radio coverage is cheaper in Victoria. Consequently we may decide to recommend underspending in Victoria and overspend in New South Wales where radio coverage is dearer but sales potential is higher.

"The next step is selecting the stations.

"Remember a sponsored program broadcast nationally usually costs from £14,000 to £32,000 a year. Consequently, it is unlikely that the advertiser can afford more than one station in each capital city in addition to required country coverage. With so much money involved, we must select the stations which will give the new program the largest ready-made audience of potential customers.

"To do this efficiently, remember all the things we should know about the product and its market; we require factual information on each city station and their actual coverage; i.e. their field coverage. We want to know the type of schedule of programs being carried, the approximate number of receivers in each locality, as well as the percentage, age, sex, and income groupings of people likely to be tuned to stations at the times selected. We should also check audience trends and program make-up on competing stations at the same time.

"Consider each individual station on its merits—don't take the easy way out and buy a network group simply because a uniform time channel is dangled in front of you.

"Think twice if you are offered a poor time with a promise of heavy publicity support which, says the salesman, will put your program in the lead. Many things are of greater importance than publicity in ringing the sales bell with radio.

"When selecting country stations, we follow the same procedure as for city stations. The appropriation will not enable us to use all available country stations so we add them in their order of importance.—The order of importance, as determined by the time buyer is governed by the product's distribution in each station's service area, to sales also if these are known, to the approximate cost per 1,000 listening homes and to the coverage of press or other media. To this factual information should be added local knowledge—the time buyer's personal knowledge of the country districts.

"A rep. commented recently on numerous Interstate trips of an agency's personnel—Join J.W.T. and see Australia'. 'Know Australia,' should be the motto of every time buyer—you can't get to know it properly from behind your office desk. Country radio statistics look simple on paper but they can only be properly evaluated when a time buyer has a personal knowledge of country districts including some door knocking enquiries of his own. This added local knowledge is necessary also if the time buyer is to gain the respect of the advertiser. He must know as much, if not more, about the market as the advertiser's country travellers and interstate managers.

On Surveys

"We don't select the stations first and the time of broadcast second. The two can't be separated. We try and buy the largest ready-made audience of potential customers for our product. I repeat—potential customers for our product.

"Is there a reliable measurement of the radio audience? Many advertising people will answer yes—properly conducted surveys on listening habits.

"That reminds me of the story of the two typists who met outside a Board Room. Said one—'What's going on inside.' Answered the other—'They can't decide whether to cancel because of the low rating or renew because of the increase in sales.'

(Continued on page 21)

Transcriptions and Recording

At hospital recording, from left to right: Marcier Hart, John Bhone, Keith Eden, Haydn James, Bernard, Reg Goldsworthy, Monte Maizels.

SERIAL EPISODE RECORDED AT HOSPITAL

Excellent initiative was shown by Broadcast Exchange production staff in the recording of "Jimmy Colt" recently. John Bhone, who plays the lead in this serial, has been ill in hospital for some weeks and production was behind as many as 15 recordings. The position was serious, so Haydn James, production manager of Broadcast Exchange, visited the hospital and made arrangements to record from John Bhone's bedside, using a double landline.

Voices were fed from the hospital and at the B.E.A. control room the effects and music and other voices were mixed-in and the complete session fed back to the hospital, two and a half miles away, on the second land line for cues.

Athol Reilly, engineer of Broadcast Exchange, is to be congratulated on his excellent work—the timing was perfect and it would be practically impossible to tell that the complete recordings had not been made in a studio. This program is sponsored by Vaxos over 3DB and the Major Network. Program is handled by Claude Mooney advertising.



A.R.C. CHIEF COMING BACK

Mr. Dudley Fegan, general manager of Australian Record Company, is on his way home from an extensive tour of U.S.A. and Canada. He was booked to leave San Francisco on September 28 by the Monterey.

Huon Cry Liquid Fruits (Tasmania) are sponsoring the Broadcast Exchange feature, "The Three Musketeers," from 7LA, commencing Saturday, October 5, from 7.30-8 p.m. This serial will commence from 7BU on October 12, under the same sponsorship. Paton's Advertising service the account.

"ALL-TIME HIT PARADE" HITS HIGH MARK

The remark by Norman Corwin on his arrival in Sydney last week that Australian productions enjoyed very good reputation in America was right on the target. But America has not had any opportunity yet of hearing some of Australia's recent musical shows. When that does happen there is little doubt that America and the rest of the world, will be very surprised indeed.

Perhaps the most outstanding Australian musical is the recently produced "All-Time Hit Parade." In this AWA-made feature, the music and production technique have been welded into a perfect combination which has lost nothing in being committed to orthoacoustically-recorded disc.

The show features Humphrey Bishop conducting the A.W.A. Concert Orchestra of 14 pieces with a chorus of 24, as well as soloists and special artists. Hit tunes through the years are presented, but not chronologically, the idea being to give each program entertainment balance. Thus one might find a 20-year "hit" of its day cheek by jowl with one of this year's poll toppers.

AWA executives responsible for the making of the show emphasize the smooth production technique and the brilliance of the recording in their claim of equality with the world's best in recording of orchestral numbers.

U.S. Radio Shorts

Receiver Production

Total US deliveries of radio receivers for June, 1946, were estimated at 378,000 by the Civilian Production Administration, a figure 16% above revised May figures. The total compares with a June production figure of 1,052,597 announced by Radio Manufacturer's Assn., whose reports do not cover a number of independent manufacturers.

No breakdown of the above total has come to hand, but a recent August report in "Broadcasting" (USA) states that FM sets are being produced at the rate of thousands per day by such manufacturers as Zenith, Stromberg-Carlson, Scott, and Freed Radio. This had been going on for about a month and was exclusive of production of other manufacturers such as GE, Philco.

Improvement with Image Orthicon

The recent all-American Golf Tournament provided an opportunity for the enterprising television station WBKB to do a nifty television job. The show was produced by A.B.C. television using a R.C.A. Image Orthicon camera which apparently gave excellent results, according to "Variety" (U.S.A.). Orthicon's image detail and general overall picture far out-distanced anything that had been seen in Chicago in the past. Use of the one camera limited WBKB coverage to the first, second and eighteenth holes but that was overcome by the fact that plenty was always happening at those three spots. Approach shots to the second green and final, all important, play on the eighteenth green kept the camera busy most of the time.

F.C.C. Edict on F.M.

The F.C.C. recently made it crystal clear that holders of F.M. conditional grants and final permits must immediately take steps to get the F.M. transmitters on the air or run the risk of forfeiting their franchises to those who will. The new edict is the latest of a series of moves by the Government to prod A.M. licensees into actually building F.M. stations.

The Commission's "put up or shut up" order said that delays by permittees which may unnecessarily withhold F.M. service from the public will no longer be tolerated.

The 180 holders of final permits for F.M. operations were also warned to

get their stations built within the eight months time allowed after the authorisation date.

Sponsors for Television

Climbing on the television band wagon with Ford Motors, U.S. Rubber and other big manufacturers and sponsors who are buying early to get choice spots of video time, Bristol-Myers Corporation has signed a 52-week contract with C.B.S. on black-and-white television for the 8.30 to 9 session on Sunday nights. Programs under the C.B.S. contract will begin September 18.

Co-operative F.M. Merchandising

A plan for a co-operative set-up to manufacture and distribute F.M. receiving sets, backed by \$1,000,000 and a large labor union membership, was presented to the Federal Communications Commission recently by the United Broadcasting Corporation which is a subsidiary of the International Ladies Garment Workers Union. Backers of the plan are ready to get going within a couple of months and have been promised at least 25,000 combination A.M.-F.M. sets by Christmas.

There is a crop of a new type of "middleman" in the still-snowballing broadcasting industry in America. It is the radio consulting firm, of which a dozen or more have set up in the past 12 months, some of them headed by former executives of the FCC or NAB. Their main line is piloting of applications for new licences through the FCC and continuing advice on station management. All indicative of the size and shape of the industry in the U.S.

Although all the legal hedges have not yet been hurdled, DuMont in USA is going ahead with plans to provide a regular schedule of transcribed television shows on 16 mm. film via their recently developed teletranscriber.

Texas (USA) State Department of Education, through its director of school plant, revealed in August at the annual Radio and Audio-Visual Education Forum, that tentative plans had been drawn for a network of 43 FM radio stations in Texas as a purely educational network.

Brig.-Gen. F. Stoner, former U.S. Army Communications Chief, has been appointed chairman of the

Communications Panel of the United Nations, composed of communications experts from various UNO member nations who will set up world-wide facilities for broadcasting the United Nations Assemblies.

"Atlanta Journal," of Atlanta, USA, is all set to deliver a newspaper into homes of subscribers with facsimile receivers via the radio waves commencing next month (November). Paper will be four pages, 12 inches by 9½ inches.

It is reported from New York that George Washington Hill, president of the American Tobacco Company, died last month. Hill was reputed to be the central character in the much-discussed American best seller, "The Hucksters"—a satire of commercial radio and its sponsors.

Early September saw the beginning of a transatlantic "television service". It was in the form of an exchange of video programs on 35 mm. film between the BBC and the American Broadcasting Company. ABC sent programs which had already been broadcast in the U.S.—mostly of sporting and other special events, while the first of the BBC batch covered the maiden post-war voyage as a passenger liner of the Queen Elizabeth. This was broadcast in U.S. coincidentally with the ship's arrival in New York.

Paul A. Porter is being tipped to return to the American FCC chairmanship at the beginning of the new year, having just about completed his assignment as OPA administrator since February last. FCC acting-chairman, C. R. Denny, Jr., would then return to his commissionership.

An average home television audience of two men, two women and one child watched the Let's Dance program produced by ABC for Chevrolet Division of General Motors and telecast on WABD New York and WPTZ Philadelphia, according to survey conducted by Richard Manville, research consultant, in both cities. Using questionnaire method, survey produced item-by-item analysis of reaction to telecast, which overall showed an entertainment index of 34.

R C P The Best Results are Assured by **M A I L I N G**

The Recording Centre

Another Service! Latest G.E. Mod. 51 Wire Recorder now available to producers.

Direction: H. A. MARSHALL, M.I.R.E.
Film House, 251A Pitt Street, Sydney

For Radio Programmes

OSWALD P. SELLERS
Australian Agent for

GEORGE EDWARDS—COLUMBIA
RADIO PRODUCTIONS

SYDNEY:
74 Pitt St.
B 6011-2-3
Telegrams: "Selos" Sydney

MELBOURNE:
370 Little Collins St.
MU 3115
Telegrams: "Selos" Melbourne

Have Your Recordings Processed by

W & G RECORD PROCESSING CO. PTY. LTD.

W & G SERVICE AND AIR FREIGHT will overcome the distance between us.

185 a'Beckett Street, Melbourne
Victoria

HIGHEST QUALITY
Your Enquiries Will Be Appreciated

PUBLIC RELATIONS WORK BY "JUNIOR 3AW"

In an endeavour to create better public relations with critics of Children's Programs, 3AW are inaugurating many new Youth Program developments. While the Scouting Sessions are sponsored by Rosella, many new programs of cultural influence are being presented as sustainers.

These include a radio edition of the High School paper, "Australia's Youth." This magazine of the air features interviews by juniors of other juniors, and contributed articles, etc., under the guidance of "Sally" (Mrs. Miller) and Dr. Goldberg, Essendon High tutor.

The Junior 3AW Light Symphony Orchestra of 45 players created such an impression at its premiere broadcast that in addition to regular weekly half-hours, a new orchestra of 25 called the Junior Melody Makers has been culled from the symphony performers to play popular music with junior stars. Stewart Wilkie, former conductor of the Heidelberg Symphony Orchestra, will lead the juniors, who are from his classes at various high schools. The three programs have broken the air unsponsored.

Schools' Conference Shows Appreciation.

Tangible appreciation of 3AW's Youth Program activities was forthcoming on Tuesday, Sept. 24, when Interstate delegates for the State Schools' Conference held in Melbourne during Youth Week invited "Sally" of Junior 3AW (Mrs. Miller) to address their meeting at the Independence Hall on "Radio's Part in Youth Development." The committee has been anti-radio serial-minded previously, but the activities evolved by Junior 3AW so impressed the delegates that they requested discs, and would like to invite "Sally" to their home States to assist to tidy up "irresponsible children's programs."

In a brief address, "Sally" discussed the Junior 3AW set-up, showing how the Junior Broadcasting Council of 14 members assisted in programming. She told of the "Courtesy Campaign" which evolved from a meeting at the Lord Mayor's rooms—how the Junior 3AW orchestra of 45 players was organised—how the Melbourne Conservatorium is co-operating in other junior radio shows

—how the Scouts' programs are presented—and gave a brief synopsis of the Junior Station's routine as separate from the main broadcast time. Many of these former critics of radio had no idea that "Sally" was conducting voice-production classes which adapted the juvenile talent to broadcasting. They were particularly interested in the radio magazine "Australia's Youth."

So impressed were these representatives of the State schools that "Sally's" public relations work has caused them to consider juvenile commercial radio programs in a new light, and they are hoping that such a development as the Junior Station will spread interstate.

WHAT NEXT?

Just about every crime in the criminal calendar has been laid at the door of broadcasting, culminating in Melbourne last month when murder was added to the list! The Crown Prosecutor in a murder trial told the Criminal Court that a man confessed that he had murdered his hut-mate because the mate irritated him by listening to radio crime and horror features.

Media Manager Talks About Surveys

(Continued from page 17)

"Two of the best-known radio survey services available in Australia are headed by W. A. McNair and George Anderson. Listener surveys are such a vital part of the radio set-up that undoubtedly the 21 Club has already considered inviting these gentlemen to talk to you on the value and methods of radio research. It's not for me to give you the answers on the whys and wherefores of radio research.

"The Sydney office of J. Walter Thompson has interested itself in radio surveys since 1932 and I had the good fortune to watch its development since the early days of experimentation. To-day I accept properly-conducted consumer research as a reliable means of determining trends in the radio audience. Some station managements hate radio research and have said they would like to see it abolished. This is rather selfish thinking. No advertiser should be expected to risk £30,000 or so in radio without factual data on the approximate number and type of people who are likely to hear his sales message.

"To quote 'Commercial Broadcasting'—'Properly conducted radio research in which both sponsors and broadcaster frankly and energetically co-operate will remove many of the hazards of advertising.'

"To-day, radio research faces certain dangers. The greatest of these, I believe, is that lack of understanding on the part of many businessmen of the limitations of research. Some businessmen have a tendency to draw broad conclusions that are not warranted either by the scope or the findings of particular research projects. Research men are concerned about some of the uses made of their material. They do a sound job and turn it over to their client. It is then that conclusions are drawn and claims made which are not justified by the material.

"This is not the research man's fault. Rather the fault lies in the almost pathetic reliance that most businessmen have on figures and in the apparent innate unwillingness of some businessmen to understand what research means and does. So long as this condition exists, the cause of sound, ethical research will suffer.

"The big advantage of properly-conducted radio surveys to the time buyer is that they indicate audience trends. He has to make his own analysis and his own interpretation of the findings. He shouldn't panic over a slight difference in audience ratings between surveys. He shouldn't blindly accept an apparent drastic

decrease in the audience to his client's particular program. Perhaps he digs out the information he has on the station's field coverage and then analyses the suburban calls made by the researcher. He finds perhaps that in localities which are blind spots in the technical coverage of the station carrying his client's program. He then relaxes until the next survey and next sales report arrive.

"Treat radio surveys as an approximate measure of circulation which you are buying or can buy—it is no measure of selling effectiveness. An advertiser can paint a rosy but false picture when he sees a high rating for his program, while a competitor can be selling rings around him with a program which has a smaller rating.

"A manufacturer who had an established article of dental hygiene sponsored a popular radio program which was broadcast at a peak evening time. It had a good audience rating, but the sales curve was not reacting. The program was discontinued and a talk by a dental authority substituted at a different time. The authority talked about puss pockets and other unpleasant things to a much reduced audience, but sales started to lift. The point was that although the new program had a smaller audience, it was an exclusive audience interested in what the product could do for them—they were all potential customers.

"Moral is that a high audience rating isn't the be-all and end-all of radio buying or radio selling. I repeat it is no measure of selling effectiveness.

"Having selected the stations and times, give the new program time to establish a listening habit. This takes many months. Notwithstanding that many spectacular radio successes have happened quickly—sponsored radio is a long-term investment. Spare me from the advertiser who wants to cancel his program because sales didn't start to lift two months after it started.

"List the top programs and find out how long they have been on the air. You will be surprised. The national advertisers who sponsor these top shows didn't buy a packaged program such as 26-episode dramatisation of a book; they selected programs which could run indefinitely if they caught on with the public.

"In view of the heavy budgets required for successful use of radio ad-

vertising, national advertisers should give thought to pre-testing their new programs. In America there is a growing trend to pre-test programs thoroughly with special listening panels before plunging into network radio with a new show. Sample audience reactions to music, singers, actors and narration, definitely influence the new programs content and format. One of the leading radio programs in Australia was subjected to a different form of pre-testing before the war.

"A few hundred pounds spent pre-testing an advertiser's new program would be a very good investment before deciding to spend £20,000 or £30,000.

"Don't be scared of buying time on a station for a new program because it will be preceded or followed by a program of similar format. Some station managers have told me that the ideal programming is a change in program mood every quarter hour, for example, a dramatic serial should be followed by a musical program. Unfortunately for them, the Australian radio audience does not react favourably to this theory. 'Martin's Corner' has been followed by 'Dad and Dave' for many years and other serials sometimes precede or follow them—without any apparent adverse effect on the audience. It is interesting to compare notes on this subject with the latest thinking of the American networks.

"An interesting and recent development of the Columbia Broadcasting Service is the idea of 'Mood Programming.' C.B.S. believes as a result of its studies that once a mood is established in programming, any jar to that mood results in unfavourable reaction reflected immediately in the program ratings."

[This by no means completed Mr. Carruther's lecture, but space does not permit a fuller account being given here—Ed. C.B.]

Audience's Appreciation

Moving a vote of thanks to the speaker, Mr. J. E. Ridley, general manager Country Broadcasting Services, said that the education of young men coming into the advertising field was of paramount importance. There was still not sufficient initiative among new advertisers to use something different. Too many advertisers copied the programs of their competitors and radio advertising could not progress very far unless there was something new coming along all the time. Far too often, too, was a good program spoiled by inferior commercial announcements attached to it.

Mr. W. Shortridge of Warwick Advertising, who had been a regular attendant at the series of lectures, rose from the audience and said he could not let the series pass without saying on behalf of the audience how much they appreciated the work being done by The 21 Club and those who had given their time and energy to give such educational and enlightening talks.

Reasons why 3CV are closer to your customers

1. The Younger Set of Central Victoria make CV

Forming the letters "CV" in their pose, these charming debutantes and their partners were presented to the Mayoress of Bendigo at the 3CV Ball held recently at the Bendigo Town Hall. The chaperone was Mrs. R. Dodds ("Lady Rita"), secretary of the 3CV Women's Radio Club. Seated on her left (centre) is Mr. Arthur Sheldon, 3CV compere. Proceeds went to the 3CV Women's Club Scholarship Fund.



3CV Transmitter: Maryborough.
Studios: Broadcast House, Bendigo.

★ Continuous relay from 3AW
6.30 p.m. to 10.30 p.m. nightly.

TIME-BUYER

eyes

LOOK

To the INDUSTRIAL MARKET with its COLOSSAL CASH TURNOVER

FOR REAL RESULTS

2KY SYDNEY

Is Directly Affiliated with 250,000 Wage Earners

2HD NEWCASTLE

Covers a 200,000 Industrial Population earning £6,000,000 annually

2KY

SYDNEY

2HD

NEWCASTLE

REPRESENTATIVES:

SYDNEY M 6291

MELBOURNE, CENT. 47

Recorders In Action at Wedding Ceremonies

From two States come reports of the successful use of recorders at wedding ceremonies—in Sydney, Recording Centre's Director, H. A. Marshall, took his G.E. 51 along to St. Philips', at Church Hill, while in Victoria, Pythian disc'd a ceremony at St. Bede's, Elwood.

Fairly complete details of the Sydney set-up have been supplied by Mr. Marshall and, in addition, he has issued an open invitation to those interested to call at his office and hear the recording.

For the actual recording of the ceremony at St. Philip's, a G.E. model 51 wire recorder was used, with one "Turner" uni-directional dynamic microphone. This last was fixed in a position about 3 ft. from the bride, 5 ft. from the groom and at least 8 ft. from the minister, and careful manipulation of the controls resulted in a very clear, constant level recording. The recording commenced with the ringing of the church bells, and was continued right through until the end of the ceremony.

The job was not finished with the wire recording, as Mr. Marshall had promised the bridal couple that he would reproduce the recording at the wedding reception. In order to do this, it was necessary to re-record an acetate—a job which was completed in less than an hour from conclusion of the original recording. The discs were then played over the sound system installed in the reception hall, and later passed to the bridal couple as a memento of the occasion.

Recording Centre Pty. Ltd. are making a feature of this type of special recording service and expect shortly to be able to supply fully-processed plastic discs, suitable for playing on any machine, in quantities as small as five copies.

The Melbourne wedding was recorded on disc at St. Bede's, Elwood, by the Pythian Sound Recording Company, and four 12-inch double-sided records were made. This job served a very special purpose, as the records were later played to the bride's invalid mother, who was unable to attend the ceremony.

Another job recently undertaken by Pythian was the recording of a singing canary. Canaries don't always sing, and another bird is necessary to teach them—a good singer costing £5 or more. It has been found that a recording will do the job as well, and successful was Pythian's recording that the Melbourne Roller Club for champion birds ordered 200 copies for its members.

A business executive starts his day's work

He begins with so much time and energy and a list of things to be done. He *hopes* that by the end of the day he'll have cleaned up the pile on his desk. But the hope is hardly ever realised because of

interruptions . . .

unforeseen developments . . .

hold-ups beyond his control . . .

new jobs that come in.

It isn't only the time he *uses*. There's the time he *wastes*, fretfully but unavoidably, dealing with problems peculiar to the present unsettled times.

Would't it be a good idea, where possible, to let someone else do some of the worrying? For instance, radio advertising? Many an harassed executive has saved himself headaches and conserved his energy by saying to his secretary: "Ring up A.R.C.—they'll look after it for me" . . . or "let A.R.C. do the whole thing—they know what I want."

A.R.C. provides a complete service, right through to the discs on your desk. Straight recording, including use of studios, panel operators and engineers. Help in obtaining writers, producers, artists. Technical advice, if required, on production of programmes or commercials.

Why not take advantage of this Service

A.R.C.

AUSTRALIAN RECORD COMPANY PTY. LTD.

Street, Sydney. Phones BW 6953, B 5139 and (Factory) B 5213
Offices and Studio: 29 Bligh Street. Factory: 2-8 Harrington

TARIFF BOARD ENQUIRY ON ALUMINIUM DISCS

The Minister for Trade and Customs has referred to the Commonwealth Tariff Board for inquiry and report on the following questions:

- Whether the aluminium and aluminium alloys used, as shown below, should be removed from the provisions of entry under tariff By-law Items 358 and 404.
- What rates of duty should be imposed on aluminium and aluminium alloys if such are removed from the provisions of entry under tariff By-law Items.

The schedule includes aluminium discs, drilled, for use in the manufacture of black-coated records for use with gramophone record-making and reproducing machines used in connection with wireless broadcasting, under security tariff Item 404. The other schedule items concern alloy plates and sheets, aluminium bars and sheets, aluminium sections, sheets, strips, wire of various types.

The Tariff Board will announce the hearing dates and times at a later date.

Mr. Chief Engineer,

MONEY IS INVESTED NOT SPENT WHEN YOU PURCHASE "RADIONIC" EQUIPMENT

Whether it be spares or complete equipment contact

RADIONIC **RPA** **PRODUCTS**

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243

For all Equipment and Replacement Parts

Contact

HEMECRAFTS PTY. LTD.

THE RADIO SPECIALISTS

To the Broadcasting and Allied Industries—
Homecrafts can supply you with those replacement parts you require with a prompt and efficient Service. There is no delivery delay when you entrust your supplies to

HEMECRAFTS PTY. LTD.

Branches in All States

Head Office:—MELBOURNE, 290 Lonsdale Street, and at 211 Swanston Street, Melbourne, 139 Moorabool Street, Geelong, 307 Sturt Street, Ballarat; 100 Clarence Street, SYDNEY, 26 Hunter Street, Newcastle; 247 Adelaide Street, BRISBANE, 140 Adelaide Street, Brisbane, Toowoomba, Ipswich, Dalby and Rockhampton, Qld.; 161 Pirie Street, ADELAIDE; Hobart, Launceston and Burnie, TASMANIA.

McNair Tilts at BME Circulations

(Continued from page 9)

local station at some time. This brings you back to the original proposal that the first factor in measuring the audience is the number of listeners in the technical coverage area.

The other two factors which I listed just cannot be avoided. In measuring the "circulation" of any program, you must allow for people who are not listening at all, and for people who are listening to other stations. Your true circulation, therefore, for any radio advertisement must be the number of families listening in at the time of broadcast to the station carrying the announcement.

It may be seen that this is a measure which sets down the circulation of the average radio advertisement as much lower than that of a newspaper advertisement in the same city. For example, an advertisement in one of the Sydney papers would get a circulation of about 300,000, while a commercial on a Sydney radio program with a 10 per cent. rating—quite a fair one—would reach only about 33,000 families.

This unfavorable comparison is unescapable, but there are fairly obvious compensating advantages which, in these arguments about numbers reached, radio men themselves tend to overlook:—

(i) A radio advertisement costs much less than an average-sized display advertisement in a newspaper. Consequently, a radio appropriation can run at greater frequency, or a more liberal spread by stations.

(ii) A radio advertisement has, for the full length of its slow-spoken 25 or 100 words, the undivided attention of the listener. True, some listeners even then may close their minds to the sense of it, but at least it has a far greater opportunity to make an impression than its newspaper counterpart which, as common-sense indicates and surveys have proved, is very often merely glanced at hastily or, amongst dozens of other advertisements, not observed at all.

MAJOR-GENERAL STEVENS APPOINTED G.M. OF TELECOMMUNICATIONS COMMISSION

The announcement was made on September 24, by Mr. J. J. Malone, Chairman of the Overseas Telecommunications Commission of the appointment of Major-General J. E. S. Stevens, C.B., D.S.O., assistant commissioner of the Commonwealth Public Service Board at Canberra to the position of general manager and chief executive officer of the Telecommunications Commission, at a salary within the range of £2,500 per year.

A function of the Commission will be to maintain, operate and develop cable, radio, telegraph and telephone services connecting Australia with other countries and ship to shore facilities.

These services, at present conducted by Amalgamated Wireless (Australasia) Ltd. and Cables and Wireless Ltd., are to be taken over by the Commission.

Major-General Stevens who is 50 years of age, served with the P.M.G.'s Department from 1909 until 1939. He was inspector in the telephone branch, central administration when he joined the second A.I.F. in 1939. In 1918 he commanded the main communications centre for the Australian Forces in France, at the headquarters of the late Sir John Monash. Major-General Stevens finished the 1914-18 war as a lieutenant and continued his service in the militia forces until 1939. He rose to the position of Lieutenant-Colonel of the Signals Command.

In 1939 he was appointed C.O. of the 6th Div. Signals A.I.F. but did not go to the front with that unit having been promoted to Brigadier in charge of an infantry brigade, which he took to Palestine and served in the Western Desert and Syria where he was awarded the D.S.O. He was wounded in the operations in Syria in 1941.

On his return to Australia he was promoted to Major-General and had various commands. He was awarded the C.B. for conduct of operation in New Guinea and was also mentioned in despatches.

Major-General Stevens has proved himself a very capable organizer and administrator and with a Signals background and a thorough knowledge of communications he should make an outstanding success of his new appointment.

I.R.E. ACTIVITIES

Following on the recent arrangement whereby members of the IRE (Aust.) subscribed to a fund for the despatch of individual food parcels to the membership of the British IRE, it now is advised that over 100 parcels have been forwarded. The arrangement is continuing and members who previously have overlooked the appeal are invited to participate.

Flying Doctor Service: The council of the IRE has re-elected Mr. Len Schultz (Chief Engineer, 2GB) as the Institution's representative on the Flying Doctor Service. Mr. Schultz has been commended for the excellent work he has rendered on this very valuable service. Mr. R. C. Allsop was appointed Deputy Delegate to Mr. Schultz and as a second Deputy Delegate, Mr. Murray Stevenson.

IRE Examination: At the IRE Examinations held on August 3, seven candidates submitted themselves and the papers are now being marked by the examiners.

"Proceedings": Publication of the Institution's "Proceedings" is being effected on a regular monthly basis, but the Editorial and Library Board still requires more papers for publication. Members of the IRE are urgently requested to co-operate.

REGISTERED FIRMS
POHLMAN - PATRICK ADVERTISING PTY. LIMITED. Capital: £9,000 divided into 9,000 shares of £1 each. Registered at Companies Office, Supreme Court, Brisbane, June 5, No. 71, of 1946. Objects: To carry on the business of printers, engravers, publishers, advertising specialists, etc. Subscribers: Reginald Pohlman, advertising; John K. Patrick, advertising agent; and Ernest F. W. Pohlman, company manager, all of Ipswich. Reg. office: 65 Limestone Street, Ipswich.

JUNIOR 3AW LIGHT SYMPHONY ORCHESTRA



A Light Symphony Orchestra of 45 junior concert performers under the direction of Stuart Wilkie has been assigned a regular broadcasting opportunity, which will not only afford listeners pleasure but provide the auspicious background for up-and-coming juvenile stars. In fostering the Junior 3AW Light Symphony Orchestra commercial radio is adding to the font of experienced musical talent for future broadcasts. Mr. Wilkie, the conductor, teaches music at University High and other Melbourne High Schools. He was recently released from the R.A.N.

TECHNICAL DATA ON F.M. TRANSMISSIONS

All sections of the radio industry will be interested in the following information which has been supplied to "Commercial Broadcasting" by the P.M.G., relative to the experimental F.M. transmissions which are being initiated in Melbourne and Sydney:—

"The Department is considering at the present time the standards of good engineering practice which will be required to be made known prior to the introduction into the Commonwealth of sound broadcasting in the V.H.F. bands using frequency modulation. The present proposed transmissions are, however, purely experimental and the transmitting equipment to be used may not, therefore, conform with the standards which will ultimately be adopted.

"For the experimental service, however the transmitting equipment will comply with the following data:—

Transmitting power — 2 kilowatts.
Operating frequency range — 90 to 108 megacycles.
Frequency deviation — ±75 kilocycles.

Upper audio-frequency limit — 15 kilocycles.

Pre-emphasis — The pre-emphasis applied to the transmitter will be that corresponding to a circuit having a time constant of 75 microseconds."

No information has yet been received regarding actual commencement of the transmissions, but the data given above will be adequate to enable the trade to proceed with the design of experimental receivers and associated equipment.

able he should break associations with so many of the people he had come to like. He realised he was giving up a lot in that regard, as he also realised the greatest things in life were good friends, good fellowship and good health. Every man reached a stage in life when the urge to make money was replaced by the urge to make friends. Although retiring to his property in the country, he would frequently visit Sydney and would always have time to look up old friends.

Directors' Cocktail Party

The directors of 2UW tendered a cocktail party for about 60 guests at the Hotel Australia, Sydney, on September 18, to honor Mr. Marden on his retirement. Mr. Frank Albert and Mr. Alexis Albert received the guests.

Included among the guests, in addition to Mr. and Mrs. Marden were, Messrs. J. Malone, chairman, Overseas Telecommunications Commission; L. A. Hooke, managing director, A.W.A.; Walter Linton; O. Mingay; F. Packer, managing director, Consolidated Press; O. P. Sellers; John T. Taylor; Miss M. L. Doyle; Mr. and Mrs. A. F. Albert; Messrs. W. McPherson, managing director, Lever Bros. Pty. Ltd.; T. Carruthers, media manager, J. Walter Thompson; John Fuller; J. Kinkaed; W. Richards, West-on Company; Lieut.-Colonel J. M. Prentice; Messrs. Lionel Davis, Esq., managing director, Lintas Pty. Ltd.; R. Dyer; D. McVey, managing director, Standard Telephones & Cables; A. C. Paddison, president, AFCBS; Miss C. M. Fanning (J. Albert & Son); Messrs. W. A. Donner, managing director, Columbia Graphophone; J. Woodbridge, APRA; Mrs. L. Doyle; Messrs. M. F. Albert; J. Barnes; G. H. Rusnworth, chairman, Lever & Associated Enterprises; H. C. Nankervis, sales director, J. Kitchen & Sons; Sir Benjamin Fuller; Messrs. Basil Kirke, ABC; W. Sayle; R. McKerihan, chairman Rural Bank; T. Armstrong, superintendent Wireless Branch; G. Dingle, Holt & Thompson; and Miss C. H. Wood.

CENTRAL QUEENSLAND

Offers a rich market for all products, and the best way for advertisers to tell of their wares is by using the radio station with the huge coverage.

4LG LONGREACH

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

Representatives: Sydney: FRED THOMPSON, B 2085
Melbourne: STANFORD ALLAN, Central 4705

SUCCESS STORY...!

THREE IMPORTANT SPONSORS HAVE AGAIN RENEWED FOR SEVENTH SUCCESSIVE YEAR

- ★ RADIO REVELS
- ★ RADIO REVUE
- ★ ROLA RADIO NEWSREEL

3XY

Loyal Audiences . . . appreciative audiences have consistently supported the sponsors of these, and many other long-standing advertisers . . . proof that it pays to advertise through . . .

163 SPRING ST., MELBOURNE.
Central 6612.

Sydney Rep.: Mr. RICK BARNES,
42 Pitt St. Phone: B 6315.

A.W.A. AND BREIF CLUB BALLS IN SYDNEY LAST WEEK

Many of Sydney broadcasting and advertising fraternity last week availed themselves of the opportunity of attending two balls of outstanding interest.

The first was the A.W.A. Ball at the Trocadero at which the A.W.A. directors entertained, in addition to the company's employees, scores of business friends.

Mr. V. M. Brooker managing A.W.A. Broadcasting Department and Mrs. Brooker were host and hostess of one large party which included many advertising executives of Sydney, and interstate visitors.

A feature of the night was an interesting floor show ballet symbolising the development of radio communications through the years.

BREIF BALL FOR LEGACY

The Wentworth Ballroom two nights later was the scene of the BREIF Club's ball from which proceeds were earmarked for Legacy. Over 300 attended to enjoy an excellently organised evening. The party was representative of broadcasting and that presided over by Mr. Leo Finn and Mrs. Finn and organised by The 21 Club of Australia as all members of that club are directly engaged in the selling of radio time.

MAKERS OF FIELDER'S CORN FLOUR PLEASD WITH RADIO RESULTS

During the last 13 weeks over radio 2UE, Wheat Industries (Aust.) Pty. Ltd., makers of Fielder's Corn Flour have conducted a campaign in the form of 100-word announcements in each afternoon session, compered by Margaret Kirby and Brian Newman.

Response to the offer of a Fielder's Corn Flour Recipe Book, compiled by Anne Maxwell, to listeners writing and enclosing a cornflour packet has almost reached the 3,000 letter mark. In many of the letters several addresses are enclosed and packets to ensure recipe books being mailed to them.

Many country listeners have written advising that the cornflour is not yet available from their grocers. The enclose postal notes for the purchase of the cornflour in Sydney, and that the recipe book be forwarded to them.

The maker's of Fielder's Corn Flour are reported to the highly delighted with the listener-response to campaign and are also very satisfied with the goodwill created between themselves as manufacturers and distributors of their product resulting from the general advertising campaign on 2UE and other radio stations. W. E. Smith, advertising agent, handle the Wheat Industries account.

INTERSTATE NEWS

From Our Staff Correspondents

South Australia

Members of the AAAA (Federal) and the Australian committee of the AFCBS farewell to Mr. Randal White at a cocktail party at the Oriental Hotel, Monday, 16. Mr. White left Adelaide by car on Sept. 25 to take up his duties at 3AW Melbourne.

Mr. Keith McDonald, on behalf of the committee, spoke of Mr. White's splendid work as chairman and of the spirit of co-operation he had helped to build between commercial broadcasting stations and A.B.C.

Mr. Clem Taylor, speaking for the Four said that he was losing a good friend in Mr. Randal White, whose friendly spirit and co-operation had been greatly appreciated by advertising agencies. Mr. White in response said that he didn't know whether he had left Ireland for Ireland's good but he was certainly not for his own good. He had made many friends in South Australia and the Victorian appointment was of his seeking though he looked forward to a really happy time in that State.

Present in the farewell were Mr. Keith McDonald, 5AD; Mr. Charles Batten, 5KA; Mr. Morrison, A.B.C.; Mr. Beavis Taylor, advertising agency managers Messrs. Taylor, Maurice McClelland, Alan A. Austin, Austin Brown and George Dicker; R. Paton, editor "Radio Call;" Mr. Geoffrey Clarke secretary S.A. committee of the Federation, and Miss Joy Cochrane, "The Star" representative.

The South Australian division of the Advertising Association of Australia held its annual meeting since the war, Sept. 18, when Mr. McConnell welcomed members returned from the Forces at a luncheon. It was decided to hold regular meetings and a provisional committee was elected to arrange for a general meeting at which officers should be appointed. Mr. McConnell said that the South Australian division was the first to resume activities.

In response to an official invitation, the mobile recording unit accompanied the Premier's party on a recent visit of the coalfield and business representatives of Leigh Creek coalfield. With a cutting specially designed by recording engineer Alan Matthews, an overall picture with captions and interviews of the miners working conditions of the miners was obtained. Highlights of the feature, "Leigh Creek Panorama," were an interview in the kitchen of a model home—electric jug making appropriate background noises—and a highly-diverting three minutes with school children as they left school in the morning. Comments on Leigh Creek by the Premier and leading commentary and business figures completed the broadcast. The interviews were handled by special-events commentator, Mr. Sullivan.

Queensland

Manager of 4BU Bundaberg, Mr. Len Martin, paid a visit to Sydney in September. In spite of southern hospitality, Len says he is glad to be back home in Bundaberg, more.

In addition to 4VL, 4LG, 2MW, stations and 2TM has been added to Syd. Ed. list of representation in Brisbane.

Mr. Harry Jones, principal of Johnston-Jones Advertising, has returned from a vacation at Blackheath in the Blue Mountains, where he played golf in the morning, noon and night(?).

Another agency executive who has just returned from a much-needed rest is Ar-

thur Soden, advertising manager in Queensland for Gordon & Gotch Ltd. Arthur held the G. & G. fort in Brisbane during the war period, and although a very tired man when he left for Maroochydore, we hear that he worked up enough energy for some fishing and a game of bowls.

Lovers of light classical music were pleased to hear of the return of a program highly popular many years ago in "F. W. Nissen's Musical Gems"—a 30-minute selection of musical comedy numbers, modern symphonic orchestrations and music that appeals generally to all tastes. Using the 8.30-9 time channel Friday nights on 4BC/4SB, this feature is sponsored by leading jeweller, F. W. Nissen in a campaign arranged and prepared by Littleton-Harvey-Simmins.

The Royal Automobile Club of Queensland is to use radio in a membership drive. Through Noble-Bartlett Advertising, they have contracted for 26 x 1/2 hours on 4BK Saturday nights at 7.45. The program will introduce "The Motoring Morrisons," a feature originated and produced by the Noble-Bartlett Agency. It depicts events in the lives of an everyday family, a highlight being the pranks of an eight-years-old daughter.

Mr. Alec Robertson, manager of 4BK/4AK, had the misfortune to have a wheel come off his car on his way to Caloundra for annual leave. There was a family party in the car, but fortunately the car was kept under control and nobody was injured.

Western Australia

Monday, Sept. 23, marked the 15th birthday of 6KG, a unit of the Whitford Network which commenced broadcasting on Sept. 23, 1931, from the rear of a disused church in Burke Street, Kalgoorlie, with a power of 100 watts.

Programs now heard from 6KG's modern studios in Hannan Street are broadcast through a highly efficient transmitting plant, operating on 500 watts, at Parkeston.

To celebrate its birthday, 6KG arranged a special broadcast program commencing at 7.30 a.m. and continuing until 10.30 p.m.—15 hours of radio entertainment for 15 years of radio service. Live artists, goldfields talent, recorded music, flash-backs of the past, news and outside broadcasts were all present in the birthday program.

Victoria

Elizabeth Burchill, leader of 3SR Women's Friendship Club, has quickly settled in to her new duties, and has established new branches at Corowa, Jerilderie and Hay. This ever expanding club has now thirty branches and is probably one of the strongest women's organisations associated with Australian country commercial broadcasting.

Sports Parade, broadcast from 3KZ every Friday at 7.45 p.m. and sponsored by Denzil Don and O.T., is now back in the studios, after 23 weeks touring the suburbs. During this time, over £2000 was raised for various football clubs.

Fred Tupper, 3AW's Sporting Commentator, was in Sydney from Sept. 23 at the Macquarie Sporting Conference to discuss Caulfield and Melbourne Cup relays, and the Davis Cup and Test Match programs.

Bess Nicol, sister of comedian Don Nicol, has started a session at 3SH Swan Hill, to which she has given the title "My Book of Verse." In this session she reads poems written by herself, and invites contributions

RURAL BANK BOOKLET ON PROGRESSIVE FARMER CONTEST

"By Your Deeds" is the title of a very attractive booklet published by the Rural Bank of New South Wales to record the achievements of the candidates who entered the Progressive Farmer Competition sponsored this year by the Rural Bank in conjunction with 2GZ and conducted by the Agricultural Bureau of N.S.W. The winner of the contest, Mr. A. K. Gardiner, is at present in America enjoying the "fruits of his labours" and, incidentally shaping-up as an outstanding "ambassador" for Australia.

The booklet, which is well illustrated with photographs of the various competitors' properties, also gives an interesting account of farming activities of each of seventeen finalists.

COMMERCIAL INFORMATION

REGISTERED COMPANIES

Endeavour Film Productions Limited. Reg. 16/8/46. Cap.: £10,000 in £1 shares. Objects: To promote, encourage and enter the broadcasting, television and motion picture industries in Australia, etc. Subscribers: William T. Lynch, Thomas P. Thompson, Frank W. Brown, Keith I. McTavish, John Saul, Frank L. Schofield, and Allan J. Weir (1 share each). Reg. office: C/- C. M. Coleman, 56 Hunter St., Sydney.

Edward H. O'Brien Ltd., advertising contractors. Capital: £10,000 in £1 shares, has been registered to acquire the business of Edward Henry O'Brien with registered office at 422 Collins Street, Melbourne. Subscribers for one share each: Edward Henry O'Brien, Kirribilli, N.S.W., advertising contractor; Vivian O'Brien, Mosman, N.S.W., manager; Francis George Grant, Bellevue Hill, N.S.W.; Geoffrey Cochrane Remington, Wollstonecraft, solicitor; and Rex Alexander H. Clements, Glen Iris, Vic., accountant. Registered July 19, 1946.

N.S.W. REGISTERED FIRMS

Bing and Swing Club, 2KY, 424 George St., Sydney, radio programme. Com. 9/8/46. Propr.: Brian Howard.

Coxen, Sound & Vision Co., 66 King St., Sydney, industrial broadcasting systems. Com. 1/9/46. Propr.: Reginald L. Cox.

N.S.W. CHANGE IN OWNERSHIP

Baume, S. E. and Co. (Sidney E. and Jean Baume), 19 Ramsay Street, Collaroy, advertising counsellors. On 1/7/46 George Stokes became a member.

from listeners, which are also read over the air.

The 15th anniversary of 3HA Hamilton is to be celebrated on Oct. 25, with several special functions, including a children's demonstration in the Hamilton Town Hall, Women's Club Reunion in the local theatre, staff reunions in the studios, and a Hospital Ball at night.

The Annual Hospital Ball, arranged by 3TR Sale, will be held on Friday, November 1.

BRIEFLY

● The Commercial Division of the N.Z. National Broadcasting Service, operating five stations, 1ZB, 2ZB, 3ZB, 4ZB and 2ZA, made a nett profit of £107,000 for the past 12 months. This represented an increase of £3000 over the previous period. The National Service (non-commercial, 14 stations) showed a £12,000 increase in income to £480,000, of which licence fees provided £441,000.

● Angus and Robertson, Sydney, have published an anthology (the first of its kind) of Australian radio plays. It contains eight scripts by leading writers—all of which have been broadcast by the ABC—collected by the play editor of the ABC.

● At a meeting of the Bush Fires Advisory Committee in Sydney last week, Mr. B. W. Newman, Divisional Meteorologist of the Commonwealth Weather Bureau, announced a plan for the daily assessment of the bush fire hazard in all parts of N.S.W. This assessment will be broadcast over the ABC and 27 country commercial radio stations at a fixed hour daily. It will also be supplied to the Forestry Commission, the Bush Fires Advisory Committee, the N.S.W. Board of Fire Commissioners and Police Headquarters to enable appropriate precautionary steps to be taken where necessary.

● Bob Dyer advises that accreditation formerly granted to J. Malone

Advertising by the A.F.C.B.S. has been transferred to the newly formed Dyer-Malone Advertising organisation.

● Maples' "2-Station Quiz" had its fifth birthday last month. Starting in September 1941, over 3AW and 3XY, the 3AW "end" was transferred to 3UZ. Later, 3AW took over from 3XY. Original comperes were Terry Dear and Eric Pearce, and since then we have heard Rod Gainsford, Fred Tupper, Jack Davey, Alex McNeish, John McMahon and Norman Ellis.

● The Postmaster-General, Senator Cameron, said recently that the installation of 12 new telephone channels between Adelaide and Melbourne should almost completely eliminate delay on calls between Adelaide and Melbourne and Adelaide and Sydney. Work has already commenced. Trunk line facilities between Adelaide and Broken Hill would also be doubled.

● "Christie's Radio Discoveries" which will be broadcast from 3UZ on Wednesday, Oct. 9, at 9 p.m., replacing for this one night "Christie's Radio Auditions," features those performers who have obtained engagements in the entertainment field, following their first radio appearance in "Christie's Radio Auditions." This particular session is an answer to the unfavourable comments of some critics, and proves the useful purpose of this program, for which aspiring artists are not previously auditioned, and in some cases have been rather amateurish. This special program will be sponsored by Christie's furniture warehouse, whose account is serviced by John Clemenger Pty. Ltd.

WALKIE-TALKIE GOLF COVERAGE

A modern development of the "rambling mike" technique was introduced by 2UW last week in the broadcasts of the play on the championship golf at Rose Bay. For this purpose, light-weight portable transmitters were provided by 2UW engineers and were used by commentators following the play. A central receiving point was established near the Club House, where the transmitters from the course were picked up and fed to the 2UW land-line.

The service, which is being sponsored by A. G. Spaldings & Bros. Pty. Ltd., commenced on Tuesday, Sept. 24, with the result of the Vicars Shield Interstate Professional Competition at the Royal Sydney Golf Club, and will continue to the final of the amateur championship on October 16.

In addition to the Vicars Shield matches, the service covers detailed results of the professional matches at Royal Sydney, Manly and the Lakes and the qualifying rounds of the Open Championship. Detailed descriptions of the play in the Australian Open Championship, the Amateur Foursome Championship and the Australian Amateur Championship will also be broadcast direct from the fairways and the greens.



Opens the door to rich Interstate & Provincial Markets

NEWSPAPER HOUSE
247 Collins St., Melb., C.I.
Central 4705, 'Grams--"Stanallan," Melb.

ADVERTISING AGENCIES

John Stuart, Victorian advertising manager for James Hardie & Co. Pty. Ltd. for 10 years, has joined the K. M. Campbell Advertising Agency, Melbourne, as production manager.

Ian Caithness, awaiting discharge from R.A.N., will rejoin the K. M. Campbell Advertising Agency within the next two or three weeks. He will assist John Stuart in the production Department.

Staff of J. Walter Thompson, Sydney, are all set for their Reunion Party, to be held at the Raffles Hotel, Woollahra, Oct. 11. It's to be a strictly informal affair to welcome back members of the Services.

At the annual general meeting of The Institute of Sales and Business Management on September 16, the newly-elected Council members included Mr. Sidney Baume, of S. E. Baume and Co., advertising executives from many industries, including G. J. Coles, British Tobacco, Jantzen, G. E. Todd & Co., and the appointment illustrates once again the general acceptance of advertising as part of business management.

Lionel Shave, of George Patterson Pty. Ltd. agency, is a dabbler in oil (on canvas and not the Stock Exchange!) and his canvas now hanging at the Royal Art Society's exhibition in Sydney is a fine example of art. The picture is titled "The Old Wool Store" and shows to advantage Shave's masterly handling of architectural subjects.

Mr. L. M. Novissimo, who has been a director of Lintas Pty. Ltd. for the past 10 years, and acted as manager during the absence of the managing director, Mr. L. A. Davis, during the war, left for England on October 2. He has been assigned a high executive position with Lintas Ltd., London. He is accompanied by his wife and two children. "Novis," as he is familiarly known, was forced to attend his farewells at the Raffles Hotel, because one of his last efforts

at Lintas in Sydney was to fall down the steps on his way from office and break two bones in his leg. His leg is encased in plaster which will not be removed until the ship is well on its way to England, at which time Novis intends to give the crutches a "sea burial."

Mr. Rom Ermann, of the staff of Lintas, Sydney, also left for England on Oct. 2 to take up work with Lintas, London. Mr. Ermann is well known in advertising circles, having been with Gordon & Gotch for many years before joining the staff of Lintas a little over two years ago. Mr. Ermann is accompanied by his wife.

Goldberg's chief contact executive in Sydney, Mr. George Palmer, is at work again after a period of illness culminating in a major operation.

Mr. James Molasi is Goldberg's latest acquisition in personnel. Recently discharged from the Air Force after a lengthy period in Britain and the Continent, Jim joins the copywriting staff, having behind him valuable pre-war experience gleaned while serving the A. N. White organisation. A servicemen's tete-a-tete took place when Jim found that many of his overseas experiences coincided with those of Harold Bennett (copywriter, radio division) who also returned to Australia on the same troopship—the venerable "Aquitania."

Wedding bells ring out for Mr. Victor English (press copywriter, Goldbergs) whose marriage to Miss June Tassel to-day Thursday, Oct. 3, is at St. Mary's Basilica. Vic recently rejoined the Goldberg staff after R.A.A.F. service in the Middle East. June, for a time a member of the A.A.M.W.A.S., is an ex-Goldbergian.

Mr. Herbert Adams, chief executive of T. B. Brown agency in Sydney, has been on an extended tour of Queensland.

AUSTRALIAN FILM PREMIERES PROVIDE RADIO FARE

World premieres of Australian-made films have added a new feature to Sydney's broadcast entertainment over recent months. Last month both "A Son is Born" and "The Overlanders" were "aired" in this way, by two stations—2CH and 2GB—with each bringing wire recorders into action on the scene.

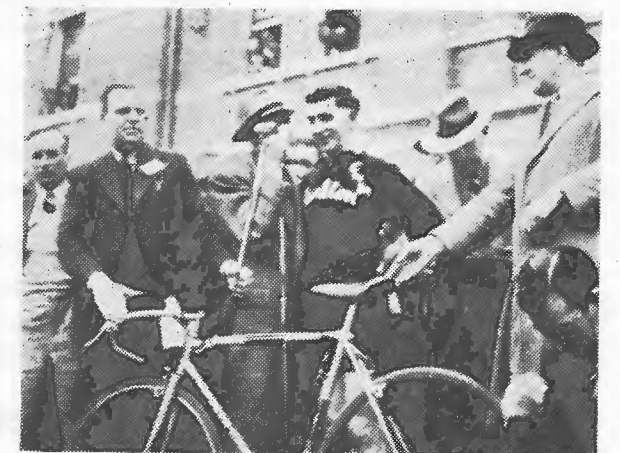
The wire recorder, used extensively by war correspondents, is proving invaluable for this and other types of descriptive broadcasts, its portability enabling it to be used in all manner of locations which previously precluded any possibility of recorded descriptions.

Station 2GB's wire-recorded account of "The Overlanders" premiere was made available also to 2HR, 2CA, 3AW, 3SH, 3TR, 5DN-RM, 7HO, 7LA and 7BU.

Radio 2UE's production department was responsible for making the series

of 25-word and 100-word recorded announcements being used on stations throughout Australia for "The Overlanders". The 25-words feature the eerie echo sound effect that has caused a lot of comment while the 100-words combine spot announcements with recordings from the sound track of the film.

Holding cycle, and from left to right: L. Wilkinson, Manager of 3SR; J. O'Connor, "Argus" special correspondent, interviewing Bill Lever, the winner of the Shepparton Amateur Cycle Race. At right, also holding bicycle, S. J. A. Kemp, Superintending Manager, the Argus Broadcasting Service, who originated the race in 1937.



MELBOURNE — SHEPPARTON AMATEUR CYCLE RACE

Station 3SR's first post-war amateur cycle race from Melbourne to Shepparton was run on Saturday, Sept. 21, when for the first time this classic road race became a championship event.

The race was first organised in 1937 by Mr. S. J. A. Kemp, Superintending Manager of the Argus Broadcasting Network, who was then manager of 3SR. It was the first time that a big cycle race had finished in a country centre, and set a fashion which to-day is followed in most big road races.

In Shepparton on Sept. 21 it was estimated that between seven and eight thousand people watched the finish of the 3SR classic. There were 101 starters, of whom 60 completed the course, to share in the £235 trophy prize list, which made the 3SR event the richest post-war road cycle race in Australia.

With the co-operation of Amalgamated Wireless, a mobile transmitter was used by 3SR along the route of the race to flash "pedal by pedal" descriptions through to Shepparton on an ultra short wavelength. The start of the race was described by Jack Gurry of 3UZ, and with the following broadcasts from the mobile unit, listeners to 3SR and the large crowd at the finishing point were kept in close touch with the progress of the race long before the winner flashed across the tapes in Shepparton.

Bill Lever, the winner of the 3SR cycling race, interviewed after the race, was asked what made him attempt this strenuous ride, competing as he was with some of the best amateur riders of Australia, and only having three months' training, replied: "My granny lives in Shepparton, and as I hadn't seen her for some time, I thought I'd ride up and give her a surprise!" He surprised himself by winning the first prize—a 42-guinea bedroom suite, donated by Maples, the big home furnishers in Victoria.

4 Continuous Service
★ **B**etter Presentation
★ **U**ndoubted
CAMPAIGN RESULTS

Every day of the week 4BU Bundaberg holds this rich district's listeners with the highlight National features

CENTRAL COASTAL QUEENSLAND UNIT
OF THE MACQUARIE NETWORK

Purely Personal

Big things have happened recently at F. W. Gissing Pty. Ltd., manufacturers and radio advertisers of the Cooper Adjustable Glass Louvre. First was the setting-up of additional factories at Camellia, and second was a spirited inter-factory cricket match. The match, held at Westmead, resulted in the Wilson Street whackers pounding the Camellia crackers into the dust—of which there was plenty, due to strong winds. Nothing daunted, the employees saw the exciting match through. Mr. Cliff Cooper, general manager of F. W. Gissing, helped his team and his average along with a slashing 1 not out! Prizes for best performances were donated by management and friends of the company, and the losers had ample consolation in well-earned refreshment "straight from the wood".

The death occurred in Melbourne on September 23 of Mr. J. C. Blair, deputy chairman of the Vacuum Oil Co. in Australia until his recent retirement after 41 years with the company. He was well known in football and other sporting circles.

Mr. Charles K. Gamble, who was formerly chairman and managing director of Vacuum Oil Co. Pty. Ltd. in Australia, has been appointed vice-president of Standard-Vacuum Oil Co.

Mr. E. J. McCann, manager of the ABC in Tasmania, has been transferred to South Australia for three months. At a farewell function tendered to him at the Lord Mayor's Room at the Hobart Town Hall tributes to Mr. McCann's management contribution to Tasmanian broadcasting included one from Mr. Ken Goynes, manager of 7HO. Mr. Goynes referred to the co-operation which existed between the Tasmanian commercial and national stations.

Mr. John Dunne of 2SM, who has been holidaying up the N.S.W. coast for a couple of weeks, has returned to duty refreshed and full of funny fish stories, some of which even his best friends won't believe.

Bob Dyer always has his pockets full of cigars (good ones too) but is notorious for borrowing matches to light them with. This idiosyncrasy so amused Atlantic advertising manager Jack Lee that he had a 16 in. long matchbox made for a presentation to Dyer at the Atlantic directors' cocktail party to Dyer and his staff this week.

"I am not retiring because I'm becoming old and I'm not retiring because the company doesn't want me any more, but I want to get up in the mornings and do what I want to do and not be dictated to by business considerations!" That was the explanation Mr. Frank Marden gave for his retirement from the 2UW general managership when speaking at the BREIF Club luncheon on Monday last. He went on to explain how it all came about. It really started when Mr. Archie Cameron was PMG some years ago. He went to Canberra to see the PMG and there also met the PMG's secretary, Mr. John Woodbridge. He became good friends with both Archie Cameron and with John Woodbridge who now held the important position of manager of APRA. "John introduced me to his father and his father introduced me to some land—and that's how it all worked out!"

Mr. Keith McDonald, manager of the Advertiser Broadcasting Network, has been elected chairman of the State Committee of the Federation of Commercial Broadcasting Stations. Mr. McDonald's election to the chairmanship for the ensuing twelve months followed on the resignation of Mr. Randel White who left South Australia to become manager of 3AW Melbourne.

Best tilt at Frank Marden at the BREIF Club luncheon in his honor this week came from his old pal Jim Malone who, glancing at F.M., declared he didn't think Frank looked old, nor out of health, and it was probable he would be able to play a BAD game of golf for a long time to come.

It takes a big national event to bring 2CA managing director and Macquarie Services director Clive Ogilvy before a microphone but he headed up the 2GB-Macquarie election night staff and was one who was able to give a clear analytical commentary on the various electorates as the counting progressed.

John Wood, on his way to Brisbane with the "Hasty Heart" Company after successful seasons in Melbourne and Adelaide, dropped in to radio 2UE recently to have a yarn with Syd. Fiddington. Syd. and John worked together in the Changi Theatres when they were 8th Divvy P.O.W.'s. They were talking about the Changi Souvenir Song Book which will be on the market soon produced by "Slim" de Grey and Ray Tullipan which is, in fact, a record of the music and lyrics composed for the musical shows put on at Changi. "Slim" revealed he had 12,000 names from Changi of those who wanted copies when it was published. Even Camp Commandant Takihaski put his name down for a copy, care Imperial Japanese Army, Tokio!

Ken Howard, 2UT's racing commentator, is now known as "Magic Eye." Since the installation of the magic eye camera on Sydney racecourses Ken Howard has correctly called the result of every race in which the judge has called for a photo finish.

Gillian Ferris was chosen to take over Betty Raymond's work at 3KZ when Betty left the station to keep a date at the altar. Gillian—whose real name is Norma, but changed because there were so many Normans about—was at the A.B.C. for nine months as announcer, during which time she understudied Mary Ward for the D. of I. Pacific Program, which she conducted in Mary's absence. After leaving the A.B.C., Gillian was at 3AK for nine months. She is small, fair, and has hazel eyes. She is interested in amateur theatricals, and has appeared in New, Little and National Theatre productions. Her hobbies are dress-making and interior decorating.

K. Nutt, of Radio Centre, Braybrook, has been transferred to 4TO Townsville as Chief Technician.

M. J. Lockie, announcer at 3BO Bendigo, has been transferred to 4CA in a similar capacity. As he was in the R.A.A.F. Broadcasting Unit in the Islands, he will be returning to familiar surroundings.



AGENCIES !!!

PRODUCTION UNITS !!!

SCRIPTS TYPED

MISS NORMA RIDDELL
Northcote House
Reiby Place
Sydney. Phone: BU 5802.



NEW SALES SET-UP FOR A.R.P.

After negotiations extending over several weeks, Australasian Radio Productions have appointed Frank Mason & Co. Ltd. sole Australia selling agents for their transcription and recording service. Sydney selling will be handled by Mr. Leo Finn, N.S.W. manager of Frank Mason & Co.



Above: Leo Finn
At Right:
Noel Dickson



65 York Street. Adelaide business will be handled by Mr. Reg. Hudson, S.A. manager of Frank Mason & Co. Ltd., at 47 Weymouth Street.

Remaining territory and all National business will be under the direct control of Central Office, Melbourne, and will be handled by Mr. Noel Dickson, General Manager of Frank Mason & Co. Ltd., 352 Collins Street, Melbourne.

These arrangements took effect from October 1, and an Australia-wide campaign is being launched on both the transcription and recording service of Australasian Radio Productions.

MELBOURNE REP. FOR McNAIR

Mr. Leslie W. Stelling has been appointed Melbourne representative of the McNair Survey.

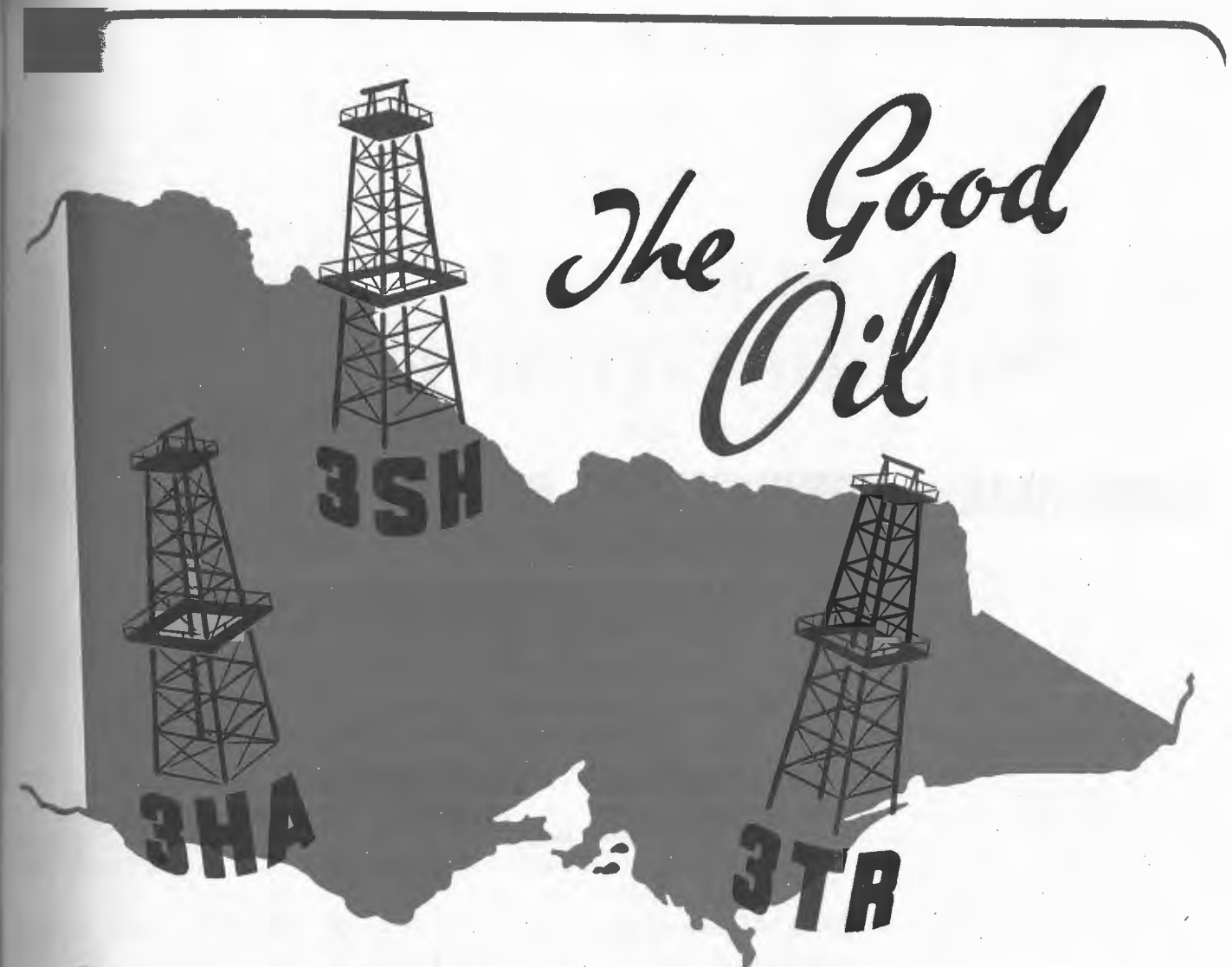
Mr. Stelling has been active in radio for some 16 years and is well-known to advertisers and agencies. He joined 3DB in 1931 after many years with the Aeolian Company in Melbourne. Later he became joint representative to 2GB and associate stations, which later became the Macquarie Network.

In 1941 he resigned and returned to 3DB, and was Victorian Representative of the Major Network until this year, when he set up his own office representing individual stations.

21 CLUB EXECUTIVES RE-ELECTED

Indicating the confidence of members in the first executive of the Club of Australia, members at the first Annual General Meeting of the Club in Sydney this week re-elected the Executive as follows:

President—Mr. Leo Finn; Vice-president—Mr. John Ridley; Secretary—Mr. Frank Haines; Treasurer—Mr. I. W. Phillips; and Committee—Mr. Fred Thompson, Francis Levys, Roy Heath.



From Victoria's Country Districts

GO prospecting in Victoria's rich country districts with certainty of reward! Sales will soon be gushing, so lay the foundations of solid future business NOW . . . by joining the popular V.B.N. programmes welcomed far and wide throughout Victoria . . . full details of latest available propositions on request.

The VICTORIAN BROADCASTING NETWORK
Head Office: 239 COLLINS ST., MELBOURNE PHONE: CENT. 4124
Sydney: Macquarie Broadcasting Services 136-138 Phillip St. Phone B 7887

IS YOUR JOB TIME BUYING?

Does Your Sales Message Reach the Desired Markets?

If your answer to the second question is in the negative, then you cannot afford to underestimate the power of broadcast advertising.

SUBSCRIBE NOW
to the

BROADCASTING EDITION

of the

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

and have an efficient basis of market and other data to plan the coverage and costs of an advertising campaign for radio.

By using Broadcasting AARDS, time buyers can assure themselves of quick, timely reference to specific facts on any matter connected with the purchase of time on any commercial broadcasting station in Australia or New Zealand.

And note:—

There are two other editions of AARDS, both of which in their respective fields are designed to assist advertising men in the selection of advertising media.

NEWSPAPER AARDS:— available now and gives the insertion rates and publishing data of 665 newspapers throughout Australia.

PERIODICAL & MISCELLANEOUS MEDIA AARDS:— available at a later date and will give the rates and data of Periodicals, Trade Press, Theatre Slides, Transport Advertising and other advertising media.

Monthly supplements containing current amendments to the respective editions are posted to subscribers so as to keep their copies up-to-date.

Subscription to each edition of AARDS is:—

Australia, £2/2/0; British Empire, £2/10/0; America, \$10; Foreign, £3/3/0

PUBLISHED BY

MINGAY PUBLISHING COMPANY

BOX 3765 G.P.O. SYDNEY, N.S.W. Phone FA 7054

AND AT

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

COMMERCIAL BROADCASTING

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

Vol. XV, No. 7 (436th issue), Thursday, October 17, 1946

Hi Fellers!
Look what's cookin'!



No gags this time, fellers . . . there's something really big cooking at 2UW—and that's not joking.

I thought I'd be able to tell you all about it this time, but it's not quite ready yet. The boys at 2UW are just teeing-up the last of it, and they'll be ready to shoot any day now . . . and boy, is it something!

See you next time—with knobs on!

I'll really show you why



most people listen to **2UW**