Modern advertising media provides an array of facilities limited only by the advertiser's power of speedy choice of the right medium or combination for his campaign requirements.

You cannot depend on guesswork when you have a sales message to put over... nor can you waste time making lengthy investigations into the facilities available. You want information... circulation... coverage... cost... markets...

--- AARDS ELIMINATES GUESSWORK ---

The Australian Advertising Rate & Data Service (AARDS), comprising three editions; covers Newspaper, Radio, and Periodical and Miscellaneous Media thus affording subscribers a reliable, quick method of assimilating data and information required when planning the appropriations for their advertising.

- Newspaper AARDS: Available now.
- Broadcasting AARDS: To be published at an early date.
- Periodical & Miscellaneous AARDS: To be published at a later date.

Subscription to each edition of AARDS including the monthly advice notice is
Australia, £2/2/0; British Empire, £2/10/0; America, 10 Dollars

PUBLISHED BY
MINGAY PUBLISHING COMPANY
BOX 3765, G.P.O., SYDNEY

AND AT
MELBOURNE — BRISBANE — ADELAIDE — PERTH

Did you hear about the kind-hearted farmer and his "Lost Weekend?"

When he reached home he staggered down to the shed, put "Strawberry" into the stall, and started on the milking. But somehow his hands wouldn't work... somebody was hitting him on the back of the head with a hammer, the floor was moving up and down, and all the world was whirling round in wide, dizzy circles.

Presently "Strawberry" looked round.

"Look, pal," she said, "I know just how you feel. You just hang on there, and I'll jump up and down."

Was that Service?... REAL Service, I'd say!

It's the kind of Service you get from the boys at 2UW... Mind you, they won't undertake any milking jobs for you, but when it comes to radio advertising—then you can bank on the service you'll get from 2UW.

Perhaps that's one of the reasons why 2UW gets so much of the big business in radio... advertisers know that 2UW is just as much interested in the success of their programmes as they are themselves.

As for the audience—well, listener service is...
BENDICO DOMINATES SIGNAL STRENGTH IN BENDIGO AND IN THE BIG STATION TRANSMITTING IN BENDIGO.

380 is the only station situated in Bendigo. The transmitter is located to give maximum signal strength in Bendigo and in the big centres surrounding the city.

Dominating also are the Topline features and the special services given to listeners by 380. If you have goods or services to sell in Bendigo your job is done quickly, effectively, and inexpensively on 380—the only station transmitting in Bendigo.

All particulars from

AMALGAMATED WIRELESS (A'SIA) LTD.
SYDNEY
BRISBANE
MELBOURNE
POLITICAL BROADCASTS
of political (electioneering) broadcasts encountered in (c) commenting upon, stating or indicating any
the policy of stations not to use their own announcers or
tization of matter relating to any candidate, political
material recorded.

Commission
such speeches or matter from that station.

casting stations, and the licensee of a commercial broad­
section prior to the close of the
poll on the day on which any election for the Parliament
any
date at the election;

Mr. White's sound administrative
was made regarding a successor

PADDAL WHITE
General Manager of 2UW
2UW has been the major

RANDAL WHITE
GETS 3AW POST

Mr. M. White, general manager
of 3AW Adelaide and 3AW, for the past 14 years, has been appointed
manager of 3AW Melbourne and the
Vicorian section of Macquarie Network. He succeeds Mr. John Taylor
who will take over the general
manship of 3UW Sydney upon the
of Mr. Frank Marden (man-
manager in charge). At this writing no announcement
had been made regarding a successor to Mr. M. White.

Mr. M. White's sound administrative
in broadcasting has won him the highest admiration in commercial and
advertising circles and he enjoys

the deep respect of the Federation, of which he has been one of the staunchest
est supporters.

Mr. M. White is a native of Dublin, Ireland, and is an M.A. of Dublin Uni-
versity (T.D.C.). He saw service in
World War I as a lieutenant in
Leinster Regiment. Having suffered
the effects of gas he sought a new cli­
the effects of gas he sought a new cli­

members who must rely on advertising
plain English and gives

This is no time for petty jealousies,
This is no time for petty jealousies,

You can't blame the Labor Party or the P.M.O. officials for going this
because they want to completely

The military axiom that

 fj 970 wor ds; "The

The broadcast is really getting together and the
through their Federation, and seek
the aid of the public over their own

Don't dismiss this amendment to
Don't dismiss this amendment to

idea that it is aimed only at networks
idea that it is aimed only at networks

Another reason why all the stations
Another reason why all the stations

There are two problems: (1) keep
There are two problems: (1) keep

Commercial Broadcasting, August 8, 1946
Here's a Fitting Answer to The Broadcasting Committee
It is Time Some Politicians Learned the Facts of Advertising

Published below is a portion of a discussion which was recently broadcast over the BBC between Sinclair Wood, managing director of BETAC and Patrick F. Burke, national affairs editor of "News Review". Burke posed the questions, such questions as appear to plague the minds of some politicians and Wood bowled over the misconceptions. The discussion is particularly apt in the light (?) of the Parliamentary Standing Committee on Broadcasting's recent report on financing the ABC in the course of which this (and similar half-truths throughout the document) appeared: "... It is the people as a whole who pay for the commercial service as well as the national service. That comes about by the fact that in purchasing commodities manufactured by the sponsors of commercial programs, the general public pay prices loaded with the cost of those programs."

THE DISCUSSION

Burke: What good does all this advertising do, beyond provide revenue for the newspapers?

Wood: It does a world of good. The advertising of toothbrushes and toothpastes has raised the general standard of dental hygiene. The advertising of soap has brought about a higher standard of personal cleanliness. And, I must say I think the advertising of cosmetics has made the general run of women much easier on the eye. But that's only one direction of material benefit. The general level of knowledge has been immensely raised by the wide reading of newspapers, and only advertising has made that possible. The present newspaper—20 pages or so for a penny—would have cost fourpence or more if it had contained no advertisements.

Burke: But doesn't advertising generally make people want what they haven't got, or can't afford?

Wood: Isn't it a good thing to want something better than we've got, to want to raise our own standards of comfort, of convenience, or enjoyment? We don't know what we want until we are told it is available. Advertising tells us of new things that we can have. If we decide we want them we work and save to be able to buy them. I don't think advertising or anything else can create an artificial demand; I don't believe there's any such thing.

Burke: I'm not so sure. Before the war, for example, in the United States, clever advertising campaigns were used to persuade car owners that they should trade in their car at the end of each year and get a new one, because the advertisements emphasised how better the new year's model was than the year before's.

Wood: Well, I'd rather have a new car than an old one. Wouldn't you? And I'd rather things were cheap than expensive. That is what advertising has helped to do—reduce the cost of consumer goods. It brings about large sales, and that makes mass production possible, and only mass production can bring down the price.

Burke: But cheaper products aren't necessarily better products, they may be cheap and nasty, you know.

Wood: They may, but they need not be, and I think usually they are not. Take a radio set, for example. It's no reason why a set at the end of every year made individually by hand should give better performance than a standard mass-produced set. And the mass-produced set will be vastly cheaper.

Burke: Do we want everything standardised? Aren't our lives standardised enough?

Wood: We can't have it both ways. If we want more things, at prices all people can afford, there just must be more standardisation. But I wouldn't like to concentrate on the material benefits of advertising. Don't let's overlook its cultural value. I think there's no doubt that, through the advertising of books, and concerts, people read more good books, go to more concerts, listen more to good music. And other forms of advertising have great educational value. The advertising done by the Government during the war is a case in point. I think it is admitted that the advertising done by the Ministry of Food has done much to raise the standard of food preparation and cooking in homes all over the country.

Burke: Oh, yes. I can quite see the value of that type of advertisement, but I still don't think that the ordinary commercial advertisement fills the same useful function.

Wood: I think a woman would differ from you in normal times at any rate. Before she goes out to shop the advertisement tells her what is available and where. They help her to narrow down her choice, and save her time.

Burke: Would it be right to say that every claim which is advertised could be taken as gospel truth?

Wood: Would it be right to say that every claim that is made verbally, by one who has something to sell, is gospel truth? The degree of honesty in any advertisement will tend to reflect the honesty of outlook of the man or business that sponsors it, but at least in advertising he will be much more restrained by the rules and safeguards I have already spoken about. And by this—his advertisement is there, in black and white, for all time. He can be checked up; he must be ready to stand by it.

Burke: Advertising is rather expensive. The cost of a large advertising campaign is considerable. That means, doesn't it, that when the public buy advertised goods, they not only have to pay for the goods but for the advertising as well—as it would all be included in the final price.

Wood: What matters is not the actual cost of the advertisement, but the advertising cost per unit sold. The answer is in the mass production argument. You advertise, so you sell more, so you make in larger quantities, and your production cost per unit comes down to such an extent that the advertising cost per unit is more than balanced.
Mr. GEORGE PATTERSON,  
Chairman of Directors,  
George Patterson Pty. Ltd.,  
Sydney and Melbourne.

George Patterson commenced his advertising career in Melbourne, where he went to London and New York for experience. In 1914 he returned to establish serving with the A.I.F. for three years.

Upon demobilization in 1917, he established a one-man company in Sydney and later amalgamated with Norman Catta to found Catta-Patterson Company Limited. He resigned from the Company in 1934 to establish his own organization, incorporating Griffin, Share and Co., Pty. Ltd.

George Patterson's spare-time activities have been in the sphere of art and social service.

He was a co-founder of the "Home" magazine and a director of "Art in Australia" Limited for many years until his disposal to John Paffas and Sons Limited.

From the outbreak of war he devoted himself to work with Red Cross in which he is a member of the National Council and the N.S.W. Council and Executive Chairman of the National Publicity Committee, Chairman of the N.S.W. Red Cross and Melbourne.

A Reminiscence.

A bright headline almost ripped George Patterson's advertising career in the head. In an effort to sell agricultural scopps, he used a half-page in the "Bulletin," urging farmers, in bold face, to "Dam the water in the winter" to save it for the summer. That week, unfortunately, his employee, Mr. William McKeown, Victoria Treasurer, was presenting the Budget and had his speech ruined by persistent Opposition shouts of "Dam the water in the winter." A motion to sack George was narrowly defeated.

THAT QUALITY . . . FRIENDLINESS OF LISTENER-CONTACT . . . IS ONE OF RADIO 2UE'S PROUDEST POSSESSIONS

WORLD CONFERENCE SOON OR "CHAOX IN THE AIR"  
Commons Debate on BBC

(From Our London Correspondent)

Until a series of world and European conferences had been held to prevent "chaos in the air" by determining the allocation of wavelengths it would be impossible for any committee of inquiry intelligently to examine the problem until we knew where we were about wavelengths.

Overseas Broadcasting  
Dealing with overseas broadcasting, Mr. Morrison said:—"Clearly it would be unthinkable for Broadcasting Home to be broadcasting to Europe, at the taxpayers' expense, doctrines hopelessly at variance with the Government's foreign policy. It appeared to the Government to be equally undesirable that the Foreign Office should themselves become responsible for the foreign services.

"Consequently, we have come to an arrangement with the BBC whereby the Corporation will accept the guidance of the Foreign Office on the nature and scope of its foreign language services. Once the general character and scope of the service has been laid down the B.B.C. will have full discretion as to the contents of the programs.

"This compromise may result in some regrettable incidents of a temporary failure in the contact between the Foreign Office and the Corporation, but unless they are to be more numerous than we have reason to expect, they will be a small price to pay for letting the responsibility for broadcasting programs lie with those best qualified to exercise it."

Mr. Morrison said the Government proposed to keep the constitutional status of the B.B.C. substantially as it was, Mr. Morrison said, that they believed the organisation was still right. Other people would take another view and there would be critics of the B.B.C. The critics should be heard and notice taken of them.

"Repugnant" Interludes  
Regarding commercial broadcasting, Mr. Morrison declared that nothing he had heard or read had convinced him that the Australian or Eurasian listeners got such consistently good entertainment as was offered by the B.B.C.

Federal Cabinet this week appointed Mr. J. Malone, Deputy Director of Posts and Telegraphs in N.S.W., to the position of chairman of the Telecommunications Commission which will control all overseas radio and cable communications for the Commonwealth Government.

Mr. L. B. Manning, Director General of Posts and Telegraphs, will be vice-chairman while other members will be Mr. E. G. McPharlane, Secretary to the Treasury, Mr. G. T. Chippendall, Assistant Director General of Posts and Telegraphs, and Mr. J. V. Barry, R.C.

ADVERTISING MAN ADDRESSES FOOD TRADE  
Mr. E. J. Moloney, a director of the J. Walter Thompson agency, delivered a lecture at the School of Tropical Medicine, Sydney University, at the invitation of the Food Technology Association on August 1. This is an interesting and progressive innovation.

The Association has already arranged for lectures to be given to key men on the technical side of the food manufacturing trade. The directors asked the J. Walter Thompson agency if they would add two lectures on various aspects of food advertising to the program.

The first of these, delivered by Mr. Moloney, gave the trade a clear outline of the growing need for target audiences.

On August 15 a talk will be delivered by Mr. Douglas Taylor, also a director of J.W.T., on the psychological aspects of advertising.
MELBOURNE
45 BOURKE ST.
MELBOURNE C1
Central 1925

SYDNEY REPRESENTATIVE
E. A. WOOD
49 Market Street
MA3352

GIL CHARLESWORTH

45 BOURKE ST.
MELBOURNE C1
Central 1925

SPONSORS!

HERE IS THE SESSION TO HOLD YOUR AFTERNOON AUDIENCE AND CREATE DEFINITE SALES CHANNELS

Advertise Data Service
AARDS NEWSPAPER EDITION ISSUED BROADCASTING EDITION COMING UP

The Newspaper Edition of Australian Advertising Rate and Data Service containing all the vital rate and data information about practically every newspaper in Australia, including country and suburban papers, has been published by Mingay Publishing Co. and its reception in advertising circles has been most gratifying.

Said Mr. Frank Goldberg: "... a very valuable record... contribution to the cause of advertising. Congratulations on herculean task..."

Said Mr. Jackson (Jackson, Wain): "It is a first rate job. Although obviously involving the publishers in a lot of work, just that much work will be saved the agencies who use it. We will find it most helpful."

Said Mr. S. E. Baume: "... it will become one of our basic tools, ranking with the type book, your combined radio rate cards, the dictionary, and the few other examples of organized information with planned ease of reference... an entirely new tool which makes all newspaper data easy to look up and to use... our enthusiasm are few and far between. This is definitely one."

Said Mr. "Tony" Rekkblad, managing director of Wrigleys: "This is a very fine job and all connected with such enterprise should be congratulated. It is something which has been needed for a long, long time."

Broadcasting Edition
The Broadcasting Edition of AARDS is in course of compilation and should be available by the end of September. It will contain all the rates of commercial broadcasting stations throughout Australia and New Zealand together with relevant data about each station and network. There will be several other sections as well, including listeners' licences and distribution, transcription catalogue, the Broadcasting Act and Regulations, advertising agency addresses and particulars, broadcasting codes and standards, transcription producers, and in fact every type of informative data which will assist the buyers of time on broadcasting stations by putting it in on the line of 'organised information with planned ease of reference.'

Advertising footnote: To intending advertisers in this Broadcasting Edition of AARDS a reminder that advertising copy closes August 16.

Subscription P.S.: Pre-publication bookings for AARDS can be made to ensure earliest possible delivery after publication. Cost is only £2 2/- each.

J. W. T. EXPANSION IN MELBOURNE

Mr. Ted Jarvis, director in Melbourne of the J. Walter Thompson Company, was in Sydney for a few days last week, following the opening of the new Melbourne office of the Company at 128 Swanston Street, which was celebrated in a cocktail party at the Australia Hotel, Melbourne, on July 26.

"J.W.T. in Melbourne is now a full service agency, with art, copy and production departments," he said.

Mr. Jarvis returned to J.W.T. two years ago when he left the A.I.F. after 10 years' service as major in the Middle East and New Guinea.

Among those present at the party were directors Ted Moloney, Tom Earley, Doug Taylor and Alan Weeks.

One in Every Five FM Channels to be Held for Late-Comers in '54

The assignment of every fifth FM channel which has been indicated as available for a given area would be withheld for a period of one year, according to a proposed order adopted by the Federal Communications Commission. Oral argument on this proposal was held before the FCC on July 12.

In its order announcing the proposed rule, the commission recalled that on August 24, 1945, it had adopted a report announcing that it did not propose to withhold any FM channels from assignment, but stated that its experience in the meantime indicated that the purpose of the Communications Act of 1934 "may be better served by a reservation of metropolitan FM channels under certain conditions."

Under the proposed policy, no reservation of channels would be made if a maximum of four channels has been indicated for a particular area by the Commission. However, if at least five but no more than nine FM channels were indicated for an area, one channel would be withheld for the period of one year from the date of the adoption of this policy. Two channels would be withheld if 10-14 channels were listed; three, if 15-19 channels were listed; and four if 20 or more were listed.

The object of this policy, said the FCC, is to permit an equitable distribution of FM frequencies, pursuant to Section 307 (b) of the Communications Act. If a policy of reserving every fifth channel was adopted, each area could have a maximum of four stations assigned to it at this time if four channels were indicated for it in the FCC's filing period of December 18, 1945, however, provision is made for the future consideration of an applicant for an FM station in an outlying city which has not applied at this time, if at least five channels are indicated for the area.

The Commission summarised: "The policy that permits the assignment of FM service in every area and yet prevents an unequal distribution of FM channels among the various communities."

Commercial Broadcasting, August 8, 1949
**AANA FORM SPECIAL RADIO COMMITTEE**

To keep its members abreast of developments in radio, to study advertising regulations, network policies, and problems and the like and to advise members of the Australian Association of National Advertisers on large radio problems, the A.A.N.A. has established a Special Radio Committee within the framework of the Council. The Committee will investigate problems herefore handled mainly by individual advertisers.

The members of the Committee are: G. E. Simmonds, Wrigley's; Mr. W. H. Northam, Johnson & Johnson; Mr. N. F. Leggatt, Frederick Bures & Company; Mr. W. M. McPherson, Lever Bros. Pty. Ltd.; Mr. A. R. Gaughery, Kraft Walker Cheese Co. Pty. Ltd.; Mr. F. J. Cave, Shell Co. of Australia Ltd.

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**LIGHTNING STRIKES AERIAL MASTS**

Two broadcasting station aerial masts were struck by lightning at Adelaide during a heavy thunderstorm recently. Little damage was occasioned to 5AD equipment when lightning, which struck the mast, was carried to earth by the arresters at the base. Only a current ammeter was burnt out and the interruption of broadcast was about five minutes. National station 5AN at Brooklyn Park was not so lucky. The lightning which struck the 300-ft. mast jumped the arresters and exploded in the tuning-box at the base of the mast structure. The whole tuning set was blown to bits and many metal parts melted. The underground cable leading from the tuning-box to the transmitter, housed a little distance away, was wrecked, but no damage was caused to the transmitter. The station was off the air for three hours while repairs were being effected.

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**LUNCH HOUR POPULAR**

New lunch hour business by 3UW Sydney during the past week includes two quarter-hours at 12:15 Tuesdays and Thursdays on behalf of J. Sutherland Manners, well-known Sydney Chiropractor. In the Sunday midday session, S. H. Winn, Sydney confectionery manufacturer, has extended his 12 noon musical program from 15 to 30 minutes.

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**A.A.B. SURVEYS ON THE LEADING PROGRAMS IN MELBOURNE**

The particulars shown hereunder have been supplied by The Anderson Analysis of Broadcasting and represent extracts from their regular A.A.B. Ratings Reports. These Reports are based on information obtained from two consecutive surveys, each survey being of seven consecutive days duration.

In these reports, programs are ranked in their order of popularity only if they are broadcast during two consecutive surveys.

Where, however, a leading program is temporarily displaced and is not broadcast during one survey, it is included for information purposes in its relative order of popularity.

**Leading 15 of All Night Sponsored Programs**

169 Broadcasts During Both Survey Weeks (May and June, 1946)

<table>
<thead>
<tr>
<th>Program</th>
<th>Weekly Frequency</th>
<th>May-June 1946</th>
<th>Previous Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia's Amateur Hour</td>
<td>1x60 mins.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>The C. &amp; G. Minstrels</td>
<td>1x30 mins.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Brackenridge of Life</td>
<td>1x15 mins.</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Martin's Comedy</td>
<td>4x15 mins.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The Hotel Convent</td>
<td>2x15 mins.</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Bob Dyres Can You Take It</td>
<td>1x30 mins.</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Dad and Dave</td>
<td>2x15 mins.</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>1x60 mins.</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>The H.C. Parade</td>
<td>1x30 mins.</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>The Bob Allen Hour</td>
<td>4x15 mins.</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Bulldog Drummond</td>
<td>2x15 mins.</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Dundie and Peggy</td>
<td>3x15 mins.</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Jimmy Colt</td>
<td>3x15 mins.</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Say It With Music</td>
<td>1x30 mins.</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>The Sheep's Cowboy</td>
<td>1x15 mins.</td>
<td>15</td>
<td>17</td>
</tr>
</tbody>
</table>

NOTE: N.B. Broadcast during one survey week only and therefore not ranked. X Not broadcast.

**Leading 10 of All Day Sponsored Programs**

169 Broadcasts During Both Survey Weeks (May-June, 1946)

<table>
<thead>
<tr>
<th>Program</th>
<th>Weekly Frequency</th>
<th>May-June 1946</th>
<th>Previous Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Sister</td>
<td>5x15 mins.</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Community Singing</td>
<td>3x15 mins.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>The Life That Is</td>
<td>4x15 mins.</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Fred and Maggie Everybody</td>
<td>5x15 mins.</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Hollywood Holiday</td>
<td>4x15 mins.</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Home of All Churches</td>
<td>5x15 mins.</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>The 0-2 Minstrels</td>
<td>5x15 mins.</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Mary Livingstone, M.D.</td>
<td>1x15 mins.</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Pleasure Sunday Afternoon</td>
<td>1x60 mins.</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Pressure Swayer</td>
<td>4x15 mins.</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

NOTE: X Not broadcast.

**MEDIANS:** A special type of statistical average and represents the average number of Radio Homes listening to the sponsored programs. The following figures are based on an estimate that there were 271,000 Radio Homes within 20 miles of the G.P.O., Melbourne.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>May-June 1946</th>
<th>Previous Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>All programs</td>
<td>16,500 radio homes</td>
<td>15,900 radio homes</td>
</tr>
<tr>
<td>60 minute programs</td>
<td>19,000 radio homes</td>
<td>18,500 radio homes</td>
</tr>
<tr>
<td>30 minute programs</td>
<td>21,500 radio homes</td>
<td>21,000 radio homes</td>
</tr>
<tr>
<td>15 minute programs serials</td>
<td>18,000 radio homes</td>
<td>17,500 radio homes</td>
</tr>
<tr>
<td>15 minute programs non serials</td>
<td>13,500 radio homes</td>
<td>13,000 radio homes</td>
</tr>
<tr>
<td>All programs</td>
<td>8,600 radio homes</td>
<td>8,200 radio homes</td>
</tr>
<tr>
<td>60 minute programs</td>
<td>11,000 radio homes</td>
<td>10,500 radio homes</td>
</tr>
<tr>
<td>30 minute programs</td>
<td>8,000 radio homes</td>
<td>7,800 radio homes</td>
</tr>
<tr>
<td>15 minute programs serials</td>
<td>6,700 radio homes</td>
<td>6,500 radio homes</td>
</tr>
<tr>
<td>15 minute programs non serials</td>
<td>5,800 radio homes</td>
<td>5,600 radio homes</td>
</tr>
</tbody>
</table>

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Newcastle Steel Works
Ideals Of An Advertising Agency

Freeth States Long Range Plan, as Two Executives Admitted to Directorships

“Advertising is a beneficent force in human affairs. In its promotion of the exchange of goods and services on which profitable employment depends, I believe it can play a significant part in the future development of this country, and, that if we can reconcile the age-old misunderstandings between employers and employees, and accelerate production, Australia has the greatest opportunity of any country in the world,” declared Mr. Vincent H. Freeth before a gathering of his agency’s clients and top executives of newspapers and broadcasting stations in Sydney on July 26.

The occasion was a cocktail party given by Vincent H. Freeth Pty., Ltd., at the Hotel Australia to mark the formation of the Vincent H. Freeth advertising agency organisation into a proprietary company (“C.B.” 2/7/46) in which two senior executives, Messrs. F. P. Kelly and Harry Ley L. Cousins, have been admitted as shareholders and directors.

More than 120 friends and business associates of the agency attended the party.

In welcoming the guests, Mr. Freeth, managing director, said that he always believed that those who made a real contribution to a business are entitled to share inits profits, and that, as far as humanly possible, some provision should be made for their future.

In the future, it was proposed to grant a share-holding to every executive member of the staff who met the requirements of his agency’s clients and top executive members at the casting stations in Sydney on July 28.

“With the same idea in mind, and to provide opportunities for promotion, we entered upon a scheme some three years ago of sponsoring the training of carefully-selected juniors as they came to us from school,” Mr. Freeth continued. “To-day there are five of these junior trainees, three of them now in service—men, another, who topped his school, is still in the Army. We examine the qualifications and aptitudes of these lads very carefully before they are admitted to the staff, and, after a short probationary period, encourage them to enter upon a further educational course, and, where necessary, make a contribution to the cost of their fees.”

“They enter our office on the lowest rung of the ladder and are promoted through the different departments so that they will have eventually an all-round knowledge of the business.

“We have also recently added to the staff five executives who have seen service in some branch or other of the armed forces. We hope that these men, and others like them, will find a lasting place in our organisation, and that they will rise to positions of eminence and respect in the profession which they have chosen.”

“I disagree profoundly with the idea that a business is inevitably the length, breadth and shadow of one man. It must have a leader, of course, but if it is well organised, is careful in its selection of personnel, maintains its ideals and keeps reaching for the stars, it must leave an impress and prosper as it deserves.

“We must constantly have an influx of young blood into the profession, men who are attuned to the needs and desires of an ever-changing world. If we order our affairs wisely, there seems no reason why we may not have succeeding generations passing through our business so that a man who has reached the age of honorable retirement, may hand on the torch to younger men and enjoy the remaining years of his life in comfort and security.”

“This is our aim. For my own part, I have no desire to linger superfluously on the stage. When my time comes, I hope to retire to the country and spend my days finding the reflection of the faces of my good friends in some placid trout stream. I still believe, however, that there are one or two good guppies in the old horse yet.”

(Continued page 32)

“BIG SISTER” BOWED OUT WITH COCKTAILS

The Kent Room at the Australia Hotel, Sydney, was the scene of a very bright party on Friday evening, July 28, when J. Kitchen & Sons entertained the cast of “Big Sister” during a short break which closed on August 15.

Members of the “Big Sister” cast present were Woolford Green, Betty Butler, Scotia Bion, Queenie Ashdon, Nigel Lowry, George Hewlett, Edward Smith, Peter Dunsart, and Leon Somers. The managers of the program, “Big Sister” (J. Kitchen & Sons), were represented by Mr. J. Kitchen and Mrs. J. Kitchen, and the special arrangements were made by the Lintas Advertising Agency, represented by Mr. T. B. Guest, manager, and Mr. J. Kitchen, advertising manager.

From left to right: Mr. L. P. Addis, chairman of J. Kitchen & Sons; Miss Lynn Foster, writer and producer of “Big Sister,” and Mr. J. Kitchen, who replaced “Big Sister” with the “Lynette,” which replaced “Big Sister” with the “Lynette,” managing director of Lintas Pty. Ltd. (who was discharged from the Air Force); Mr. T. B. Guest, advertising manager of J. Kitchen & Sons.

Commercial Broadcasting, August 8, 1946
Wines, dairy produce, wheat and wool are products of the increasingly wealthy Hunter Valley area—the hinterland of the "regional capital" of Newcastle. The rich Hunter Valley and the basic industries of Newcastle itself are stable activities which keep pay-enevelopes in the district uniformly well-filled.

And it's just the same combination of heavy and light industries and prosperous rural area that makes the Newcastle market so important to the radio advertiser. Nowhere else in Australia can such an evenly balanced distribution of population be found. Station 2KO—the Testing Station of the Commonwealth—gives you blanket coverage of Newcastle—and the Hunter Valley.

Test your new campaign on Station 2KO—First!
It takes years to ascend to a position of dominance—it takes power to stay there. With its towering 2,000 watt transmission Station 2TM has dominated the lucrative north of New South Wales to the entire satisfaction of National advertisers. Power . . . plus programmes . . . plus intense activity in local affairs—they're the pylons which hold 2TM and its advertisers in a pre-eminent position.

The First Conference of the newly-constituted Club brought delegates from Gunnedah, Manilla, Werris Creek, Barraba, Walcha, Quirindi and Uralia to Tamworth on Thursday, 18th July.

A major decision of this meeting was to create a fund to establish Child Welfare Centres in districts of Northern New South Wales.
After 21 years...

A RECORD OF ACHIEVEMENT

Twenty one years ago... in 1925, 4GR Toowoomba went on the air as the second licensed station in Queensland.

Its policy was shaped in a pattern of entertainment and complete community service... and the proud record of the years is exemplified in this map of the mail route from one recent broadcast.

A great commercial station, and the proud record of the years broadcast.

City of Tamworth was First in Australia with Street Lighting

Although Tamworth was the first town in Australia to adopt electricity for street lighting—before even Sydney or Melbourne—it was not until the second week of July this year that it was officially proclaimed a City. (C.C. R. 25/7/46.)

Tamworth actually has long since fulfilled all the requirements of the Local Government Act in respect of city status. These requirements include an average population of at least 15,000 for five years immediately before the proclamation and an annual revenue of at least £30,000 during the same period. Tamworth's official population figures for the municipality last year was 15,885 and revenue last year was £140,960.

Tamworth's electricity generating power station was officially opened November 9, 1928. Besides the city itself with brilliantly lighted business centres, well lighted streets and parks, the boom of electricity from the Tamworth plant has been taken to Cockburn and Peel Shires, to Manilla, Werris Creek, Quirindi and Pundi and to numerous villages and farms in the districts. The transmission line which will carry a bulk electricity supply to Boggoona is now being erected and this will later be extended to Narrabri. Agreements have been entered into to give bulk supply to Barraba, Murrumbidji and Quirindi.

The original 36 kilowatt generating plant has developed already to a plant of 6,500 kilowatts.

COMMERCIALS NEED PROGRAM PRODUCTION

SAY CANADIAN EXPERTS

Summing up the findings of the Joint Committee on Commercial Radio Research, a report was delivered to the CAB Convention in Quebec in June by Lloyd Moore, speaking for R. E. Jones, chairman.

It was disclosed that those commercials which seem to be most acceptable to the public have one or more of the following qualities: sincerity, believability, interest, product information, news entertainment.

Advertising who have been most successful with their commercials treat listeners with respect, delivering commercials with the same skill as is used in the preparation and delivery of the program.

Commercials with objectionable features are effective while they remain a novelty, but their selling value is reduced over a long period of time.

Most offensive features can be corrected without sacrificing sales effect, by the use of skilled writers, announcers and sometimes singers, actors or sound-effects men. Many commercials reported to the committee as long were actually short but lacked color and variety. With shorter sentences of voices—an echo mile or other sound effect—listeners would have found them so interesting they would have appeared to be much shorter. Unless the commercials sell products, services and goodwill, high ratings may destroy the advertiser's confidence in radio's effectiveness as a sales tool.

Crowded periods of spot announcements can prove annoying to listeners if they are carelessly handled. On the other hand, spot announcements can be prepared and delivered in such a wide variety of interesting ways that they need not be objectionable to listeners if they are carefully done. Station managers' experience can be very helpful in the planning and placing of spots so as to avoid objectionable features.

More listener study by advertisers, agencies and station managers, preferably co-operatively—will pay off quickly—pay station managers in terms of a more loyal, more receptive audience—pay advertisers and agencies with increased results per dollar of advertising cost.

The job of studying listeners' reactions to radio advertising will never be finished. It is a continuous study, because listeners' reactions change as effective broadcasting techniques are used to excess by advertisers.

City of Tamworth was First in Australia with Street Lighting

Dyers Signs up Atlantic For New Show

Jack Lee, advertising manager of Atlantic Union Oil Co. Ltd., looks on while Bob Dyer signs the contract for the forthcoming Atlantic Show starring Bob Dyer.

The new Atlantic feature is scheduled to take the air 8 to 8.30 on Saturday nights beginning September 28 and will emanate from 2UV, to be relayed on some twenty New South Wales and Victorian papers, including 2GO, 2DB, 2MA, 2NZ, 2LM, 2KM, 2TN, 2ZG, 2AY, 3DB/LK, 3YB, 3SR, 3UL.

Beginning January 1947 the Show will also be relayed to stations in Queensland and South Australia.

The Atlantic Show was said by Dyer as a "package" and will be completely serviced and produced by a new firm, registered under the name of "The Bob Dyer Radio Advertising Service." Dyer has applied to the Australian Federation of Commercial Broadcasting Stations for accreditation.

AUST. AUTHOR INTERVIEWED

John Wallace, Australian author, being interviewed by Tom Jacobs of 3XY, in an interesting session regularly broadcast in which notable people can discuss current topics.
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Beginning January 1947 the Show will also be relayed to stations in Queensland and South Australia.

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John Wallace, Australian author, being interviewed by Tom Jones, of 3XY, in an interesting session regular broadcast in which notable people can discuss current topics.

Commercial Broadcasting, August 8, 1946
G.E. Shows For Bushells, Vaxos

At the conclusion of their first six months' occupancy of the 7.30 p.m. Sunday time channel on 2UW, Bushells Pty. Ltd. have arranged to follow the conclusion of broadcast in half-hour episodes for "Fear," is a fast-moving thriller, with a woman investigator and an ex-Scotland Yard Detective Inspector, who cloaks his criminality under his trist.

Bert Barton, while the remainder of Cuthbertson, Ailsa Grahame, Queenie Ashton, Lorna Bingham, Tom Farley, Oral 2UW Sydney chose a George Edwards serial. The leading roles are played by

"The new program, "Don John," produced by Mr. Bert Barton, was announced last week in refuting a suggestion to that effect, which he said had been made to him by a villainous executive. "We have adopted a policy of making stock shows and have plans laid for production in the next eight months," Mr. Barton declared.

On top of that statement, Mr. Francis announced the sale of his

"Out of the Blue" 52-episode package to Noble Bartlett agency in Brisbane, to New Zealand Broadcasting Service, to 3DB Melbourne, and to 7BU Bun- nie. The firm was also launching production immediately on three new shows.

Miss Joy Morgan, sales manager of Artrana, will leave for the United States and Canada at the end of this month. She proposes being away for about three months, during which time she will study radio generally and more particularly production ideas and developments.

Miss Morgan hopes to sail by the "Marine Falcon," which will be a bride ship for wives of U.S. ex-service men. The same ship, incidentally, now heading for Australia is bringing to the United States to eventually return to Australia via the Pacific.

Dud Pegan, general manager of Australian Record Co., who is on a visit overseas studying latest developments—particularly color television—has been across to England after spending some weeks in America, and latest advice was heading back to the United States and Canada at the end of this month. It makes sense, too, don't you think? After all, they have only so many minutes in the day and you can't possibly do everything that has to be done. You are the captain of the team, and the team's output, organized and directed by you, is what counts.

Consider radio advertising production, for instance. An intricate, specialised procedure, with many traps for the unwary. Wouldn't it pay you to put part of it at least in the hands of a capable, specialised organisation?

What A.R.C. Offers:

1—Knowledge of "what goes on." Continuous practical experience of recording top-flight programmes and commercials. The trained mind, the steady hand, the sure touch.

2—Complete, world-standard recording. Finest technical equipment, modern studios, all the facilities you could ask for.

3—Contact with writers, producers, players, people in every department of the game. One complete service right through to the discs on your desk.

Why not let us do some of your worrying for you?

a thought for the harassed executive

The art of running a business is the art of using other people's ability. At any rate, that's the opinion of an imposing number of men who ought to know.
Highly competitive market is recognized as one of the facts of post-war life in most industries, as per-war market conditions will have left their mark and post-war methods of doing business are usually considerably impaired by price and production restrictions during a period of expanding consumer incomes.

In some industries, however, a combination of sharply increased capacity within the industry and the entry of a relatively large number of new firms has resulted in potential productive capacity far in excess of even optimistic estimates of post-war volume. In such industries, post-war competition will be literally a life-or-death struggle, as the noxious battle for a market-share which means their survival and the battle to shift the preshadowed opposition of established brands.

In that life-or-death struggle, any company's chances of survival can be improved tremendously by bases its major marketing decisions on a precise knowledge of what consumers accept or reject and some individual's intuitive guess as to what it wants to buy.

Despite wartime growth, the number of companies that use marketing research as an important member of marketing decisions has not yet reached a 16.5 per cent. of consumer purchases were added, company sales of the new type of product. The promotional campaign wasn't heavy enough to back a product which differs even slightly from its regular line. Don't guess about the class-of-trade pattern of the new product you're planning to market. Here are some important facets of the market.

**Case No. 1—Package Size**

Sales resistance on an established product led a company to the conclusion that it was nearing its limit on that product. It used consumer research to check that conclusion. Analysis of consumer purchases revealed that the company was out of step with consumer preferences on the package size in which it was selling its product. Chart 1 illustrates that the company's entire production was in a package size that represented only 16.5 per cent. of consumer purchases. The company was not packaging two sizes, which accounted for 34 per cent. and 40.5 per cent. of the total. When the sizes were added, company sales of the product climbed immediately. To be sure that the gain was a real increase in sales, a trade-loading campaign was launched. Only consumers who want to buy where and how they want it, than to promote a product which they can't get just because you want to sell it!

**Case No. 2—Type of Outlet**

A famous manufacturer of paint products bought out a small company with a related line of products and decided to distribute one of the new members of the product family on a national scale. A national radio and magazine campaign was prepared and launched. Because the company did not use consumer research first, a considerable amount of time elapsed before the company learned why its sales volume on the new product remained low. The company assumed that the new product was sold by the same type of outlet as the other products and used the advertising to direct consumers to paint, hardware and department stores. Actually those types of outlets accounted for less than a third of industry volume on the new type of product. The promotional campaign wasn't heavy enough to change well-established consumer habits.

There's a moral here for every advertising manager who is preparing promotion to back a product which differs even slightly from its regular line. Don't guess about anything as far-reaching as a promotion campaign. Use consumer research to check that opinion. The company had considered the new product an innovation, but it had been an expensive failure. The price cut stimulated a flurry of activity and the research revealed that the sales price was the desired object. A small scale test can take the guesswork out of any such proposed changes in policy inexpensively in a relatively short period of time.

Contrast the above case with the following one, which starts with a very similar problem but has a quite different solution.

A large advertiser, worried by cheap competition, was considering a price cut. It used consumer research first, not the pre-test but to check its knowledge of the market itself. Chart 2 illustrates what it found out. There were three price classes in the market, dividing its market on a 40-to-1 basis. The low-price group accounted for about 1 per cent. volume basis. On a dollar basis, however, the premium-price group amounted to 90 per cent. of the total, or 100 per cent. volume basis. When the company found out that it could nearly double its business, without incurring a penny's worth of business away from a lowered price brand, it put the price cut back in the ice box and turned on the promotional pressure!

**Case No. 3—Price-class Pattern**

One of the largest national advertisers was losing ground on one of its major products. After the research revealed that consumers were buying the new packages almost as quickly as they appeared on retail shelves, and that the company's share of industry volume was maintained favorably by the new sizes.
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 BYDE 243  
For all Equipment and Replacement Parts  
Contact  
HOMECRAFTS 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 HOMECRAFTS PTY. LTD.  
Branches in All States  
Head Office—MELBOURNE, 510 Lonsdale Street, and at 211 Swanston Street, Melbourne, 253 Mortimer Street, Geelong, 315 Sturt Street, Ballarat; 13 Clarence Street, SYDNEY, 24 Blaxland Street, Newcastle; 511 Adelaide Street, BRISBANE; 141 Adelaide Street, Townsville, Ipswich, Dalby and Rockhampton, Qld; 161 Pilk Street, ADELAIDE; Hobart, Launceston and Bunbury, TASMANIA.  

STORY OF A STATION—(Continued from page 19)  
It is significant to note that the pioneering atmosphere has permeated 4GR throughout its existence. This station participated in the famous ball-for-ball test series. In the dark early days we even put on the first weddings in the State — quite likely the first in the Commonwealth.  
One of the features of 4GR of which I am most proud is the extent to which it has become part and parcel of the community life of the Darling Downs. From the Toowoomba City Council to the tens of thousands of listeners who know the station as an old friend. I remember about 12 years ago, the City Council wished to establish a modern and costly dam and catchment area. The Council asked the aid of 4GR, and we arranged a picnic on what was to be the site of the dam. Our picnic invitation brought thousands of people to the site, and the Mayor, from the top of our panel, with a P.A. system, was able to explain the whole idea to the people. The Mayor was in visual contact only by drawing the crowd to the spot, and I am more than happy to see the ring of hill the job property for the Council.  

Another occasion which is a happy memory was the celebration of the Centenary of the Darling Downs in 1940. The Citizens’ Committee had planned to organise the event, but the scheme was denied due to the war. The Mayor wished to have 4GR cover the event. We were asked to get some specially trained announcers to highlight the carnival, but the war seriously upset the calculations and the committee was still under the impression that the war would be over by Christmas. Finally, as a last hope, the Committee asked 4GR if 4GR could take over the whole “works,” with a free hand to do as we wished to organise the event. It was an opportunity to show just what the station could do, and the entire staff set out to make a success of it. We worked hard on a plan to make the procession a complete tableau of progress of life on the Downs — and what a responsibility we had. We were able to arrange a procession two miles long, which was declared locally to be the finest of its kind ever seen in the State, and which attracted the largest crowd ever seen in the streets of Toowoomba. To top off the day, we organised also a special firework and a program of fireworks which raised £260 for the Toowoomba Patriotic Fund.

Mr. Chief Engineer,  
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COAL CRISIS CAUSES RESTRICTED BROADCASTING HOURS IN S.A.  
The prolonged coal crisis in Australia caused mainly by the ever-increasing loss of coal production in NSW, has again brought about restricted hours for the use of wireless receivers in South Australia, which, of course, means that stations will not transmit during the night.  

Following a conference between broadcasting stations and the Adelaide Electric Supply Company, under the approval of the State Premier, an adjustment was made in the broadcast schedule in South Australia on Friday, July 26, until further varied, as follows:—  
Mondays to Fridays: 7 a.m. to 8.30 a.m.; 8.30 p.m. to 9 p.m.  
Saturdays: 7 a.m. to 8.30 a.m.; 12.30 p.m. to 6.30 p.m.; 6.30 p.m. to 9 p.m.  
Sundays: 6.30 p.m. to 9 p.m.

Melbourne Tailor-Mercer Has Wide Range of Programs to Attract Listeners  
Wardrop, "My Tailor," has resumed his advertising over Station 3UZ with the sponsorship of a Commercial station feature—a novelty which is sure to attract the largest audience ever seen in the streets of Toowoomba. To top off the day, we organised also a special firework and a program of fireworks which raised £260 for the Toowoomba Patriotic Fund.

BRIEFLY THIS  
- Bikini: American newspapers poked fun at big US networks for pumping up listeners advertising matter immediately after the Bikini broadcast "while the ring of the bursting bomb was still in their ears." Nevertheless New York observers reported that "businessman who had been passed by the broadcast to most people ignored the event. Australian advertisers were rewarded by a much better broadcast than upon the first occasion.

- Management of 3SK received a cable stating that Lawrence Cowan, winner of her 1945 P. and A. Parade (sponsored by Maples) is being starred in NBC network shows, linked to 110 stations. His first important engagement was in "Music From Hollywood" in which he was scheduled for four weeks coast-to-coast net work. He will also appear as guest star in "Stars In The Making," another N.B.C. hook-up originating in San Francisco, and his first appearance in this was on July 27. After these, N.B.C. plans a visit to New York for this young Australian, for which other contracts are pending.

- With most war time appeals the Women's Radio Club has turned to work for a scholarship fund to supply scholarships to children of deceased and disabled servicemen. A four berth ambulance has recently been donated to the Maldon Hospital by the Maldon branch of the club, while the Bendigo Hospital and Bendigo Benevolent Home benefited greatly by efforts of the Club in a Popular Girl Competition.

British advertisers intending to use 4GR radio are going ahead with programs and recordings regardless of the present limitations on broadcast advertising. The Mayays Advertisers Weekly, is in fact felt that facilities on the continent will eventually open up on a larger scale than before the war. According to the Eire public service estimates for 1946-47 recently issued, payments for advertising programs broadcast from the radio network RIPHERE are expected to bring in £17,900 during the coming year.
Growing pains. The premises before the office. The war housed the famous Tuxedo Club, one of for an interchange of ideas with the directors of J. Walter Thompson. Before returning to Brisbane in consultations with the Brisbane manager-director of Ska (R.A.) Ltd; Mr. A. T. T. Ska, general manager of Ska; Mr. F. P. Birtwell, general manager for Queensland; Mr. M. F. G. Burtwell, managing director of Ska; Mr. H. F. Birtwell, general manager of Queensland; Mr. V. T. T. Ska, representative for the News; Mr. F. Johnson, secretary Adelaide representative; Mr. R. F. T. Ska, representative for Truth; Mr. D. M. Robb, representative for Campbell.

In the final performance of the play, "The Question of Faith," Miss Elizabeth Higgs of Gladesville, N.S.W., was very good in the role of the heroine.

Mr. Barten introduced Miss Wilson, who had been reading in a local theatre, to give real help and encouragement to Australian women.

Mr. Hargreaves explained that Author's Playhouse had been presented in the series to meet the public. Not a few would be paid for a few months in the series, which was under the management of Miss Wilson, and for giving such a good performance. A high standard was recorded because the aim was good broadcasting in every way.

Mr. F. Smith, on behalf of the guests, thanked the hosts. He congratulated the sponsors on the fine job done behind the scenes and said that it was a step in the right direction to encourage Australian authors. If the future plays of the series came up to the standard of this one, they would be fine in every way.

As usual, the amateur hour was presented last, and the performance of the cast, which wasrepeated, was very good. The participants were few because of the weather. Miss Wilson and others were present.

Mr. Andrew, general manager of Paul Harper, broadcast a short message on behalf of the company. This was followed by the reading of a letter from the staff manager, who said that the play was very popular with the audience.

Mr. L. T. A. Welsh, sales manager for Woy Woy Oil House of Australia (M.P. C.), has repeated the management's congratulations to the Macquarie Network, and announced the arrangements for future broadcasts.

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Mr. Robert Harper, Co. Ltd., four months, Albert Street, Brisbane, has made a fine hit into radio advertising on I.C.A. Calcutta. The nature of the program is so that the title suggests, "isolated" and covers it in words and ideas.

Campbell Advertising today, Mr. J. E. Glendinning, chairman of the company, said that the program is a good one for Australian women. He has been experimenting with a series of programs for the past three weeks, and has found it very popular. He has made the programs in his own time, and has been very successful with it.

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U.S. RESEARCHERS HAVE THEIR SAY ABOUT THEMSELVES

The importance of research in industry, whether relating to production, to product sales and distribution, or to research and development, was emphasized at this critical period of expansion of Australian industry, when so much depends upon our ability to step up production and to evolve and maintain economic distribution. Accurate projection of sales is part of this picture. Market research is new but it was not until radio research came into its own that the picture was altered. Certainly, where large research organisations were born to measure radio audiences and to discover reactions of those audiences to different types of programs, many new techniques in this field have been evolved. Perhaps it is true that every industry has its own idiosyncrasies and that the following few pages are devoted to the claims put forward for their respective techniques by Co-operative Analysis of Broadcasting (CAB) and by C. E. Hooper Inc, both operate in America, as published recently in "Broadcasting" magazine.

THE CASE FOR CAB
By A. W. Lehman, President of CAB

This is a brief analysis of three major factors which cause differences in the results obtained in radio research. First of all, however, the writer must emphasize one overriding difference which distinguishes the Co-operative Analysis of Broadcasting from other radio research organizations. It is more than a difference, it is a distinctive principle.

CAB is a membership organization. Its members are not those who are most concerned with commercial radio—the advertisers who sponsor radio programs, their advertising agencies who buy radio time and the medium which sells radio time. CAB is their organization. Through a board of governors, they set policy; determine research standards and all costs of the research. Only through this body can viewpoints of all groups be adjusted. Only in this way can a fully co-ordinated radio research service be developed.

Back in 1929, CAB became the first signal radio research organization in America. It was founded on a cooperative basis to establish radio's standard radio service. Today that program is still vital if radio's research is to be objective, practical, and standardized.

Just as the facts of life interest Hooper and E. Toomey, who does not know the station to which they listened yesterday? How are ratings made? Who does not know the program he is about to listen? What is the picture a comparatively few years ago that any great impression these questions do not carry? That is where market research plays in. Market research is new but it was not until radio research came into its own that the picture was altered.

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IDEALS OF AN ADVERTISING AGENCY
(Continued from page 13)

"If the profession of advertising is an arena, it has three objects in common: it is intense and rich, and it is intensely and widely read.

In some cases, we actually take part in the formulation of the company's policy, and in all cases we sit in conferences with equal status to the clients' executives. The greatest reward we have is to work with a client, grow, and to feel that, in some small way, we have played a part in it.

"It is a full-time occupation for any ambitious mind, and, during recent years particularly, it has stretched our slender resources of manpower to the utmost. We have been impatient with our own efforts and greatly desirous of improvement in our technique, but we have made progress and are laying our plans for the future."

VICTORIAN ADVERTISING AGENTS ASSN. ANNUAL REPORT

In the annual report of the Accredited Advertising Agents Association of Victoria, reference is made to the happy relations existing between the Association and the Federation of Commercial Stations. The report says:

"Relations with the Federation of Broadcasting Corporations have been the happiest of any. The advantage of the present arrangements is that every facility is offered by the Federation for the Agencies to get into close contact and discuss matters. Even when difficult problems have to be faced, the Federation places no barrier in the way of giving consideration to requests from the Agencies, and the happy relations which have existed particularly to Mr. R. Dooley, Secretary, have also to various members who have occupied the chair from time to time.

"The report also deals with radio surveys and with the answering that at one stage the Executive favored the idea of extending and the happy relations which have existed particularly to the Victoria members of the Federation for the coming years.

"We convey appreciation to the Victorian members of the Federation for the coming years."

IDEALS OF AN ADVERTISING AGENCY
(Continued from page 15)

4LG sells to CENTRAL QUEENSLAND

Because of its outstanding listener loyalty and the huge coverage it affords of this rich market.

CAMELON "HITCH-HIKES" DANGEROUS AMENDMENT IN BROADCASTING BILL

Last week in the Senate at Canberra the Postmaster-General, Senator Cameron, introduced a Bill to amend the Australian Broadcasting Act. The amendment was given that this was merely amending legislation to take account of the recommendation of the Parliamentary Standing Committee on Broadcasting that the Australian Broadcasting Commission be empowered to build up its own organisation. Perhaps that is important but undoubtedly the most important provision of the proposed new legislation is the "hitch hike" paragraph 18 of the Bill, right at the very end, so far as commercial broadcasting is concerned. It is an amendment to the Act aimed at complete control of what remains of "private enterprise" in broadcasting. Here it is:

"REGULATIONS"

"18. Section 197 of the Principal Act is amended by omitting all the words after the words, "and in particular", and inserting in their stead the following paragraphs:

(a) for varying or adding to the conditions governing the erection or operation of commercial broadcasting stations or an appliance for which a broadcast listener's licence is required to be held, and

(b) for prescribing matters relating to the making of agreements or arrangements by licences of commercial broadcasting stations for the provision of programs or the broadcasting of advertisements or relating to such agreements or arrangements as may be made.

"At this writing it is not known what explanation the Postmaster-General gave the Senate for sneaking that into the Bill or if, indeed, he made any reference to it. It is significant that in his circulated Second Reading Speech there is no reference at all to the matter.

"It will be recalled that Editorially "C.B." (June 13) drew attention to the invasion of the private trading rights of broadcasting stations and operators and advertising agencies by the P.M.G. Department by virtue of an "overight" variation of existing broadcasting licenses. At the time broadcasting stations were advised to refer to the office of the Public-Office of this and Telegraphs that the P.M.G. had varied the conditions of the licence under subsection 1 of section 56 of the (Broadcasting) Act the following conclusions were drawn:

"A licence shall, for the purposes of this condition, be deemed to admit another person to participate in the benefits of the licence if, without the consent in writing of the Postmaster-General, the licensee—(a) acquires any share in any company; or (b) enters into or renews any agreement or arrangement with any network or similar organisation concerning the provisions of programs or the broadcasting of advertisements.

About that time, too, certain important developments were mooted in regard to the P.M.G. and also to radio licence fees. It was generally regarded in broadcasting circles that the "variation" was merely aimed at keeping a control over any major moves which either of those big networks might make or contemplate making. But now, coupled with the amendment of the Act itself as proposed by Senator Cameron, the full import of the "variation" is plainly visible.

P.M.G.'S SECOND READING SPEECH

After the second reading speech by Senator Cameron on the Bill to amend the Australian Broadcasting Act in the Senate last week, the debate was adjourned.

Moving the second reading, Senator Cameron said that the Australian Broadcasting Act, which became operative from July 1, 1942, was based on recommendations which had been submitted to Parliament by a Joint Committee which, under the chairmanship of Senator Gibson, had investigated all phases of broadcasting in the Commonwealth. The Act, for the first time, incorporated in a single measure earlier legislation and regulations concerning the operations of both the national and commercial broadcasting services as well as providing for a number of innovations by the Committee.

"Broadcasting has become an important feature in the life of the nation and wireless receivers are now installed in eighty-four per cent. of Australian homes. In this connection it is interesting to note that, despite the restrictions which were imposed during the war on the manufacture of wireless sets for civilian use, the number of a licence of listeners' licences has increased from 132,000 on July 1, 1939, to 1,488,000 on June 30 last," said Senator Cameron.

As additional stations are established and new receivers become available, it is reasonable to expect that the number of listeners will increase steadily until practically every family in the Commonwealth will be enjoying the benefits of broadcast.

"At present, there are 30 medium and five short wave stations in the National broadcasting network. A number of additional regional stations are contemplated, but progress in this regard has been retarded due to conditions arising out of the war. Every effort is now being made to overcome the arrears so that listeners may be assured of reliable reception from at least one national station.

"Most listeners are also in a position to avail themselves of the alternative programs of the commercial broadcasting organisation they have been established in many parts of the Commonwealth.

"LIGHT OF EXPERIENCE"

"The proposals embodied in the Bill now before the Senate are necessary in order to give effect to recommendations made by the Parliamentary Standing Committee on Broadcasting which have been adopted by the Government. Other amendments are considered desirable in the light of the experience gained since the passing of the Act in 1942."
**PROGRAM BUSINESS**

**Goofy Golf**

Following the success of their evening broadcasts over 4BC/SB, Oriental Tea Company, distributors of King Tea, and the Federation for a wide extension of their broadcast coverage to embrace five sessions weekly, have decided to extend the experiment.

The sponsor's latest evening program "Goofy Golf", which is broadcast at 7.30 p.m. Saturdays, produced record mail figures culminating in one week's mail of 1347 entries. The program is produced by 4BC in association with the Maynard Advertising Agency.

**A Boon for Early Risers**

Many letters of appreciation and suggested programs are received as a result of Eric Wright's "Nurses and Patients" session, 2UE 6.10 a.m. to 6.30 a.m. Four recordings are playing featuring light classical merging into popular numbers. "The Nurse Chorul" and John Charles Thomas and Bing Crosby seem to share the honors of favor with early risers. Birthday calls to nurses and patients are sent. One fact perhaps responsible for this is that Eric Wright, who conducts the session, was in military hospital himself for a long time, and remembers well its boosting its morale to get a call early in the morning. He has incorporated the idea into the session.

**This is Sabotage!**

"When Did This Happen?"

Effective from July 3, Heats Motor Sales, Goulburn are sponsoring the A.W.A. feature, "When Did This Happen?" from 2GN. The Goulburn City Band, under the direction of the Mayor John Appleton with Mr. Samuel Biber as narrator, almost three centuries are encompassed in the story, which has a brilliant cast, including John Casaban, Max Ostblom, Jim Pendleton, Grant Taylor, Paul Vernon, Marshall Crosby, Peter Bathurst and Jim Woods.

Contract with 2UE is in addition to the well-known quarter-hour session, "Romance of the City" at 6.15 Sundays.

The Cooperative Analysis of Broadcasting, in Australia, is an effort to produce a working bulletin service soon to devote itself to getting information on a new research standard to set up new research standards. The program is held by 4BC in association with the Maynard Advertising Agency. The Company has now decided to sponsor the "Catalac Story Teller" in the 4BC Women's Session at 9.20 a.m. Monday, Wednesday and Friday, with musical sessions each Tuesday and Thursday, during the breakfast session relayed to 438.

The plan contemplates that awards will be made to the national and the local level and that the diversity of talent. As contemplated by the plan would prevent control or domination by any single interest. NAB invited radio firms to form a group, cooperation of other interested groups in evolving the award systems.

The American Federation of Musicians is to promote FM broadcasting on its own "Variety" reports.

On the premise that "FM will foster better music, and the answer to better music lies in the musicians themselves", the AFM convention in May voted favorably on a resolution to explore the whole picture of FM with a view toward applying for licences on behalf of locals wherever considered advisable. No reference was made to the demands of James C. Petrillo that broadcasters for the Nielsen gadget that fits to receivers to record actual listening has thrown him his claims and is backing them up with "NHI Open House" sessions at his plant in Chicago, purpose of the convention according to Nielsen, is to demonstrate to radio and agency executives—through actual inspection and explanation of key Nielsen Radio Index operation—that NHI service has developed a thorough market-tested search service for radio. Nielsen further attempts to show that the NHI—through statistical research, technical production, research, production of electronic recording devices, pilot operation of radio research techniques, has achieved the latest existing approach to an ideal radio research service in contrast to the program rating, upon which most radio research has been largely concentrated.

It was reported from Washington (July 20) that the effects of Cosmic rays and other radiations seriously injuring the eyes in certain areas, have been measured. Those Cosmic rays sufficient to cause damage are being carried out by the United States Army Air Force in a Superfortress converted into a flying laboratory, in an area 15,000 feet as far South as Peru. Operators found that normal radio sets became completely inoperative at certain heights. This will cause a lot of investigations to be made into the possible far-reaching effects.

Into the broadcasting research battle lines in USA, A. C. Nielsen (inventor and maker of the Nielsen gadget that fits to receivers to record actual listening) has thrown his claims and is backing them up with "NHI Open House" sessions at his plant in Chicago. Purpose of the convention, according to Nielsen, is to demonstrate to radio and agency executives—through actual inspection and explanation of key Nielsen Radio Index operation—that NHI service has developed a thorough market-tested search service for radio. Nielsen further attempts to show that the NHI—through statistical research, technical production, research, production of electronic recording devices, pilot operation of radio research techniques, has achieved the latest existing approach to an ideal radio research service in contrast to the program rating, upon which most radio research has been largely concentrated.

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In a pamphlet, issued by the Australian National Committee of the International Chamber of Commerce radio program was trade, a timely warning is given that increased efficiency and lower costs in all export industries are needed to maintain Australia's prosperity. The committee states that the necessity for greater efficiency is derived from three sources. 1. Wartime development of Australia's secondary industry. 2. The greater interest of Australian National Co mmitt ee of the I.C.C. on behalf of locals wherever considered advisable. 3. Wartime development of Australia's secondary industry. 2. The greater interest of Australians National Co mmitt ee of the I.C.C. on behalf of locals wherever considered advisable.

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BROADCASTING ACT AMENDMENT BILL

(Continued from page 35)

The Standing Committee has considered several important matters referred to in Section 85 of the Act, and has submitted 14 valuable reports to Parliament. Administrative action has already been taken in respect of many of the suggestions made therein. The Committee is now proposing, on the recommendation of the Commission, to vary certain of these recommendations.

Dealing with the ABC News, Senator Cameron said that Section 25 of the Act should be amended to provide that the Commission may collect in such manner as it thinks fit and information relating to current events in any part of the world and may subscribe to news agencies.

The matter had recently been the subject of investigation by the Parliamentary Standing Committee on Broadcasting and, in a report submitted to Parliament by the Committee on July 4, 1946, a majority of the members expressed the view that if the Commission had a special charter in the Broadcasting Committee to establish groups or boards for the rendition of orchestral, choral and band music of high quality, it should also be vested with the power in the Act to establish groups of journalists for the attainment of its objects without prejudice to the sphere of Australian news, and, as far as possible, to enable them to reach the majority of the population.

Accordingly, the majority of the Committee recommended that the Australian Broadcasting Act should be amended to provide that the Committee shall:

(a) establish its own independent service in respect of Australian news;
(b) procure its overseas news direct, through its staff abroad, from such overseas agencies as the Commission determines, as well as from such independent sources as the nature of the Commission demands is desirable to use.

"The object of this recommendation was to fix responsibility on a permanent basis and to make accountable to the community, for the selection of news which is broadcast, such service as the Commission determines is desirable to use."

THE PERSIL SHOW

"The third lecture in the series arranged by the 21 Club of Australia on "Programs of Commercial Radio" was given by Mr. D. M. Chapman, of the Procter & Gamble Company Limited, who is the "Persil" man." (From previous issue, 28th August, 1946.) Mr. Chapman spoke of the production of "Commercial Radio Programmes" and gave a realistic picture of the actual work and details to be considered when planning and producing a program.

"The development, from a production viewpoint, of commercial radio programs over the last 18 years in Australia is something of which Australian producers, writers and directors have every reason to be justly proud," said Mr. Chapman.

"The Persil Show," said Mr. Chapman, "is essentially an extension of "The Value of Radio as an Advertising Medium." Mr. Chapman explained that "The Persil Show," a program of Persil soap, is designed to broaden their knowledge of radio as an advertising medium.

NATIONAL HOOPLERATINGS

Bob Dyer has been named as the editor of "The Persil Show," the ABC's new Saturday night program, which will be broadcast on ABC City, Melbourne, on Saturday night, May 20, 1947.

Mr. Dyer, who is already well known to radio listeners throughout Australia, will bring his experience as a radio editor to his new post.

"The Persil Show" will be a weekly program, and will feature music, comedy, and special guest stars.

The program will be recorded in advance, and will be broadcast live from the ABC Studios in Melbourne.

The Persil Show will feature such well-known radio personalities as Bob Dyer, Maurice Chevalier, and Stan Laurel.

AT NEWS DEADLINE

"PROGRAM PRODUCTION"

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Mr. David Stun, of the V.B.N., is spending a few days in Sydney on his way to Queensland on holiday, but no doubt he will investigate network affairs at the same time.

Roy Russell, assistant manager of EDB, recently met his twin brother after 17 years separation. Roy's brother hailed from Perth, where he broadcasts the tests from the capital stations. He arrived in Melbourne for about a fortnight's holiday, and when two meets two after 15 years—well, it must have been a grand reunion!

Mr. W. A. Bartlett, general manager of Commonwealth (Australia) Ltd., has been appointed chairman of the board of directors following the resignation of Mr. W. A. Wall.

The Vincent H. Freeth Agency, Ltd., has been appointed as agents for the distribution of those who were associated with the network affairs in the Commonwealth (Australia) Ltd., has been appointed chairman of the board of directors following the resignation of Mr. W. A. Wall.

Mr. H. T. Colman, recently discharged from the Army, has joined EDB's staff in the capacity of manager of 'V.T.' Digges' Show and Music in Harry H. Crane's Minter London.

Two new announcers have been added to the staff of the V.B.N. Bill Davies (who used to be Assistant Police Prosecutor Davies and Bert Davis, known to Melbourne listeners as announcer at STB, 5LL and ETV successively, but Davies has hit the headlines in a good many Australian papers of late, has had a brilliant career in the police force in Melbourne. He was appointed police prosecutor in Australia when appointed police in the age of 21. Two years are now, however, Davies won the V.B.N. "Man of the Year" competition to compete in this week has been hastened because he was heard among the news and by one of the famous Jack O'Quinn of football commentator under the title of "John Leppi".

JUNE LICENCE FIGURES

This tabulation of Australian licence figures for June, 1946 gives the national, provincial and territorial figures for 1946, together with the number of licences issued, transferred, renewed, etc. The total monthly figures are tabulated by adding the new issues and renewals.

**NEW SOUTH WALES**

- New Issues: 3,489
- Renewals: 6,773
- Cancellations: 2,353
- Increase: 92
- Licence %: 16.71

**QUEENSLAND**

- New Issues: 1,843
- Renewals: 1,404
- Cancellations: 1,391
- Increase: 113
- Licence %: 17.26

**SOUTH AUSTRALIA**

- New Issues: 459
- Renewals: 16,747
- Cancellations: 1,044
- Increase: 103
- Licence %: 13.18

**WESTERN AUSTRALIA**

- New Issues: 218
- Renewals: 177
- Cancellations: 1,004
- Increase: 316
- Licence %: 24.24

**TASMANIA**

- New Issues: 509
- Renewals: 419
- Cancellations: 399
- Increase: 220
- Licence %: 19.83

**COMMONWEALTH**

- New Issues: 126,656
- Renewals: 126,656
- Cancellations: 1,004
- Increase: 316
- Licence %: 24.24

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See what is said about AARDS on PAGE 11

Hi Fellers
He was cut up!

A feller I know in the country had a terrible time the other day.

The only barber in the place had sprained his wrist, and when this feller went for a shave, he found the apprentice on the job.

The apprentice was nervous, and you can guess what happened. When it was all over, this feller asked for a glass of water.

"Feeling faint, sir?" asked the barber, "or something in your throat?"

"Oh, no," this feller said, "I only want to make sure my neck doesn't leak!"

Silly, wasn't it . . . but it only goes to show that when there's a difficult job to be done, experience is everything.

In radio advertising, for instance, the boys who have the "know how" are the ones who get results.

Take 2UW. There's the station that has EVERYTHING—years an' years of "know how" (they learned it the hard way); and a success story which is all hard fact. (Just look at 2UW's programme schedule to-day!)

You fellers won't be asking for a glass of water if you use 2UW because most people listen to 2UW.