

See what is said
about
A A R D S
on
PAGE 11

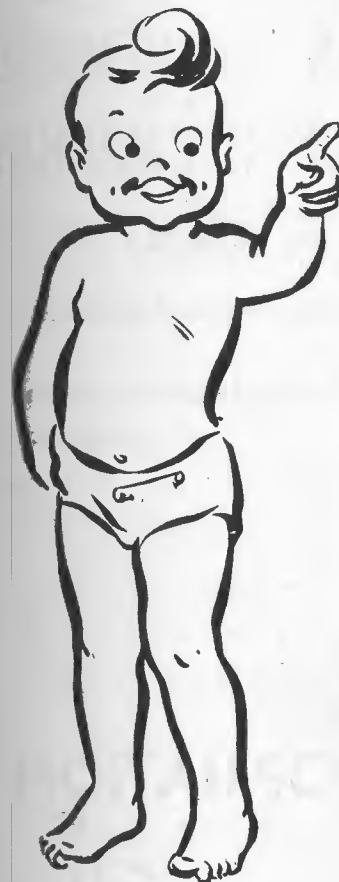
COMMERCIAL BROADCASTING

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

Vol 15, No. 3 (432nd issue), Thursday, August 22, 1946

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**

MORE for your money

WHEN
YOU
ADVERTISE on

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

In planning your advertising budget keep these factors in mind :

- These stations have outlets reaching buying markets with a combined population of 500,000.
- They have a big array of topline features which hold the local audience all the time.
- Rates are reasonable and offer you economical buying.

BE SURE YOU INCLUDE THESE

EIGHT MAJOR MARKETS

IN YOUR NEXT APPROPRIATION

ALL PARTICULARS FROM

AMALGAMATED WIRELESS (A'SIA) LTD.

SYDNEY

BRISBANE

MELBOURNE

COMMERCIAL BROADCASTING

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

THURSDAY, AUGUST 22, 1946
Vol. XV, No. 3 (432nd issue)

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EDITORIAL

Courtesy—And More

The launching in Melbourne last week of a courtesy campaign with widespread support from civic and social leaders not only marks an important contribution by the commercial station involved in the scheme, but reflects the already stated desire of commercial station managements collectively to use the power of their stations to aid better living in Australia.

At the last annual convention of the AFCBS held in Melbourne, the courtesy campaign idea and other thoughts along the lines of "what can be done to improve the lot of the other fellow and particularly to help rid society of some of the barbarities engendered by wartime conditions." It was realised that very much could be achieved in just that one field of spreading the gospel of courtesy. Although the matter was discussed collectively, it was decided that the best results would likely be forthcoming from individual efforts of the stations.

No doubt station managers returned to their respective centres following that convention discussion and did something about it. But whatever that something was, it apparently was not sufficient to make a big enough impression upon the public. The move made by the Melbourne station (reported elsewhere in this issue) on the other hand, does seem to offer some hope that something really constructive will be achieved. Further, it will provide a pattern of procedure which might well be adapted to other cities and towns by individual stations.

The disintegration of social morals and standards of behavior during the war years particularly, offer a very definite challenge to commercial and national broadcasting. To take up that challenge needs courage—and careful planning. There was a time when the daily press was looked to by social and cultural leaders to perform such a task as that here suggested. But the press has lost its influence to so large an extent, and broadcasting has proved its influence in its power of mass impact so patently that the cloak it now wears must necessarily carry with it many, if not all, of the responsibilities formerly shouldered by the press. Those responsibilities are heavier than the mere job of entertainment. But that they can be taken in the normal stride is demonstrated again by the Courtesy Campaign in Melbourne.

There are many other "campaigns" (call them what you will) that could right now be occupying the minds of thoughtful broadcasters without impairing the standards of present entertainment broadcasting. To date commercial broadcasting in Australia has done relatively nothing in the purely educative sphere of activity which is wide open to it. Individual stations touch upon it now and again and in some cases do a fine job, but there is no evidence of concerted design in this direction by broadcasting generally—and that includes the sponsors. It may be argued that that field belongs more-or-less exclusively to the ABC—the national stations—and that the commercial stations should be left alone to paddle only the "popular taste" canoe. Such argument would be raised by those who are careless of their responsibilities.

Several years ago this column condemned the lack of a real national outlook in Australia and suggested that broadcasting might well devote some of its energies towards replacing our Ned Kelly-Phar Lap tradition with something more worthwhile. Some time later Sir Keith Murdoch used a similar theme in a very widely publicised and soundly stated review of some of the ills that beset the Australian people. A fortnight ago, eminent KC, Mr. J. J. B. Kinkead, made an impassioned plea in the course of a sordid court case for more teaching of Christianity in the home.

These are the important things that challenge broadcasting.

SENATOR CAMERON ON SECTION 107

While in Sydney last week, Senator Don Cameron (Postmaster-General) told COMMERCIAL BROADCASTING that it was not his intention to unduly use the powers extended in the recent amendment to Section 107 of the Australian Broadcasting Act of 1942, which provided for the variation or addition to the conditions governing the erection or operation of commercial broadcasting licences and for prescribing "matters relating to the making of agreements or arrangements by licencees of commercial broadcasting stations for the provision of programs or the broadcasting of advertisements or relating to such agreements or arrangements so made."

The Postmaster-General said that he wanted to avoid any abuses in the commercial broadcasting structure, and to obviate any monopolies or unfair practices that might be to the detriment of those concerned in the business or of commercial broadcasting itself.

While admitting that the amendment to the Act did give the Department very wide powers, he said that it all depended on the way that this was administered and the sympathetic consideration given the problems as they arose.

It was not his intention to demand the submission of all advertising contracts or advertising copy to his Department before acceptance by any commercial broadcasting station.

He was very much adverse to monopolistic networks being created and he conveyed the definite impression to "C.B." that he wanted to encourage healthy and clean competition between commercial broadcasting interests but objected to any attempt to control the situation through advertisements or through networks.

He also said that if at any time anybody felt themselves aggrieved, particularly while he held the post of Postmaster-General, he wanted them to feel that he would do everything he could to remove any anomaly and to prevent any abuse of any power or the creation of monopolies.

During a vigorous attack upon the Broadcasting Amendment Bill in the House of Representatives, Mr. Bowden (C.P. Vic.) said he had submitted Clause 18 to an eminent K.C. who had

The P.M.G.,
Senator
D. Cameron



told him that it was wide open so far as the law was concerned, and that under it the Government could control every activity of the commercial broadcasting stations.

ENGINEERING CONFERENCE

Australia Should Emulate U.S. Practice

The Postmaster-General and his departmental officers might well note that the F.C.C. in Washington, U.S.A., held on July 15-16 an informal engineering conference, to which all communication engineers were invited to discuss changes of engineering standards.

Some of the more important problems discussed at that conference were:

- (1) A new method of calculating resulting interference.
- (2) A new method of calculating urban populations served.
- (3) The revision of adjacent channel ratios.
- (4) The revision of the method of determining permissible interference of skywave service.
- (5) Consideration of variation of noise levels throughout the U.S.
- (6) Consideration of latitude effects on skywave interference, and service.

Such conferences could well be held in Australia, to which prominent radio engineers could be invited with the opportunity of making a contribution to Australia's radio future. The practice hitherto of these things being decided by the P.M.G. engineers behind closed doors should be discontinued and the commercial engineers given a better opportunity of playing their part in this important question.

BROADCAST LICENCE APPLICATIONS

Questions in Parliament

The Minister representing the Postmaster-General in the House of Representatives at Canberra on July 25, told the House that in the four years 1942 to 1945, the P.M.G.'s Department had received 67 applications for broadcasting station licences on the standard medium wave band and 101 applications for FM stations.

He was replying to a question by Mr. G. J. Rankin, member for Bendigo, Vic., who asked how many applications to operate stations were received by the Department during those years, from which states were the applications received, how many applications were granted and to whom?

Of the applications received the Minister replying to the question showed that in 1945 N.S.W. interests made 11, Victorian 4, Queensland 14, S.A. 2, W.A. 2 and Tasmanian 1 for medium wave stations.

Eight applications for FM stations were made in 1943 [N.S.W. 2, Vic. 2, Q'land 2 and S.A. and W.A. 1 each]. Thirty nine FM applications were lodged in 1944 and 54 in 1945, bringing the total to 101 FM applications.

The Minister's reply also set out that during the period indicated, licences were granted to:

- (a) Nicholson's Ltd., Perth, on 22nd December, 1944, for a station in Collingwood, Western Australia;
 - (b) The Secretary and Trustees, Queensland Branch, Australian Labor Party, on 1st September, 1945, for a station in Brisbane, Queensland.
- Licences, which had been either revoked or surrendered, were restored to the undermentioned Companies:
- (a) Port Augusta Broadcasting Co. Ltd., Port Augusta, on 25th June, 1943;
 - (b) 3KA Broadcasting Co. Ltd., Adelaide, on 25th June, 1943;
 - (c) Mudgee Broadcasting Co. Pty. Ltd., Mudgee, on 28th September, 1944;
 - (d) Airsales Broadcasting Co. Pty. Ltd., Newcastle, on 7th November, 1944.

All these licences were for medium wave stations.

"Until the recent report of the Parliamentary Standing Committee concerning the possibility of incorporating frequency modulation stations in the Australian Broadcasting system has been examined and the policy in this regard determined, no licences will be granted for such stations."

GALLUP POLL SHOWS PARLIAMENTARY BROADCASTS POPULAR

According to a recent Gallup poll issued by Australian Public Opinions Polls, of 352 Collins Street, Melbourne, 68% of those who were questioned and listened to the recent Parliamentary broadcasts advocated their continuance; 7% said reduce the broadcasts, while 18% said to stop them, and 7% were undecided.

That was in reply to a question, "Do you think that broadcasts from Parliament should be continued, reduced or stopped?"

The people interviewed were first asked whether they had listened to any of the broadcasts from Canberra. Exactly half of them said they had listened.

This proportion of 50% listeners was fairly consistent through the age groups. From those in their 20's to those over 60, and there is little between city-dwellers and country people.

Analysis according to the economic circumstances of people interviewed, however, showed some marked differences.

More than 60% of the better-off people have listened to Parliament, compared with less than 50% of tradesmen and white-collar workers, and barely 30% of the lowest income group.

Of those who had not listened to Parliament, more than half said they could not express an opinion whether or not to continue the broadcasts. Those who did hazard an opinion, however, were two to one in favor of continuing, a typical reason being: "It gives everyone a chance to know what goes on."

It is tipped in quite a number of quarters that when Parliament resumes again, Parliamentary broadcasts will even increase their popularity, and become one of the best features on the National broadcasting system.

To U.S.A.

Mr. F. J. Coombes, program manager for 2GB and the Macquarie Network, who sails on the "Marine Falcon" on Friday, August 23, on an extensive business tour to U.S.A. and Canada.



"PROGRESSIVE FARMER" MAKES HIS MARK IN U.S.A.

Australia's first "progressive farmer" ambassador to the United States, Mr. A. K. Gardiner, selected from a NSW-wide competition conducted through station 2GZ in co-operation with the Rural Bank and the Agricultural Bureau of NSW, has undoubtedly made a very favorable impression in America.

Latest news of his triumphant tour comes in a letter to Mr. John Ridley, general manager of 2GZ, from "Farm News" editor Herb Plambeck, of station WHO Des Moines, USA. It will be recalled that it was Mr. Ridley who conceived the idea of the Progressive Farmer competition for Australia after noting similar activities in the USA.

Following are some extracts from Mr. Plambeck's letter:—

"In my opinion Mr. Gardiner's visit here was eminently successful in that he made dozens of very valuable contacts and more than won his way into the hearts of all those he was with. . . ."

"You will be interested in knowing what was done during his stay here, particularly the groups with which he came in contact. After his quite unannounced arrival here on Friday, I took him with me to Ames, the home of Iowa State College, where the Iowa 4-H Girls were in annual convention. Mr. Gardiner met this group and spoke to them briefly, making a 'big hit' with all the girls and their leaders. . . ."

"On Monday he visited at our State House, meeting the Secretary of Agriculture and the heads of our swine, beef and other livestock organisations. Monday afternoon Mr. Gardiner was with me while I was doing preparation work for the Corn Belt Plowing Match and Soil Conservation Field Day to be held this fall. During that time he spoke to the committee of forty plowing match workers. He certainly went over big with them.

"On Tuesday he spent part of the day with the Farm Security people, another part of it with the County Extension Service, and some additional time with a county Farm Bureau worker. In addition, he was a guest at and spoke to our Des Moines Chamber of Commerce Agricultural Committee who applauded him loudly. Later in the day, to my great satisfaction, he was invited by our state Farm Bureau president, Allan Kline, whom we regard as one of the outstanding farm leaders in the U.S., to be guest of our state Farm Bureau administrative board. I had the opportunity to be present at this meeting and to hear Mr. Gardiner speak for better than an hour and then answer questions for an additional hour or two.

"On Wednesday, after other contacts here in the city, Arch was guest at our Kiwanis Club (a civic group dedicated to service to the community) and there was a special guest on our program and again made a short talk and one that was received with the same enthusiasm as those delivered earlier. As a matter of fact, the Kimanians even dedicated a song to him.

"I am sure from what I have told you,

BARTLETT BACK FROM BRITAIN

Mr. L. V. Bartlett, back in Sydney last week from a flying trip to England, took the earliest opportunity to visit local headquarters of the AAAA (Federal) to report upon his contact in London with the Institute of Incorporated Practitioners in Advertising.

The IIPA gave Mr. Bartlett an official luncheon, at which he delivered an address upon Australia and Australian advertising. Particularly were the English advertising agencies interested in hearing all about the case being put up by Australian agencies for 15% commission basis.

Mr. Bartlett said he was impressed with the high ideals and standards of practice of English advertising agencies and particularly with regard to the Institute, the central executive office of which, under the general secretaryship of Mr. Anstice-Brown, acts as a hub and spearhead of all IIPA activity.

EQUITY SEEKS CONCILIATION COMMITTEE

An application by Actors Equity of Australia was made last week before the Industrial Arbitration Court in Sydney for a recommendation for the establishment of a conciliation committee to be designated the Commercial Broadcasting Announcers and Staffs (State) Conciliation Committee.

The matter was adjourned to a date not before September 3, at the request of the unions concerned.

Affected in the application are the Australian Federation of Commercial Broadcasting Stations, the Radio Recording and Production Association, the Australian Association of Advertising Agencies (Federal), the Australian Association of National Advertisers, and in addition to Actors Equity, the N.S.W. Journalists Assn., N.S.W. branches of the Musicians and the Clerks Unions and the Professional Radio Employees Institute of Australia.

The AANA and the AAAA (Federal) are acting in close co-operation with the AFCBS with regard to this and other industrial matters.

you will recognise that your 'Progressive Farmer' representative has been warmly received by all those he has met here and that he has given a most excellent account of himself. We are looking forward to his return to our section and have many real treats in store for him."

3SR

3SR Shepparton—2,000 watts—covers the Goulburn and Ovens Valleys: North Eastern District of Victoria and deep into Southern Riverina.

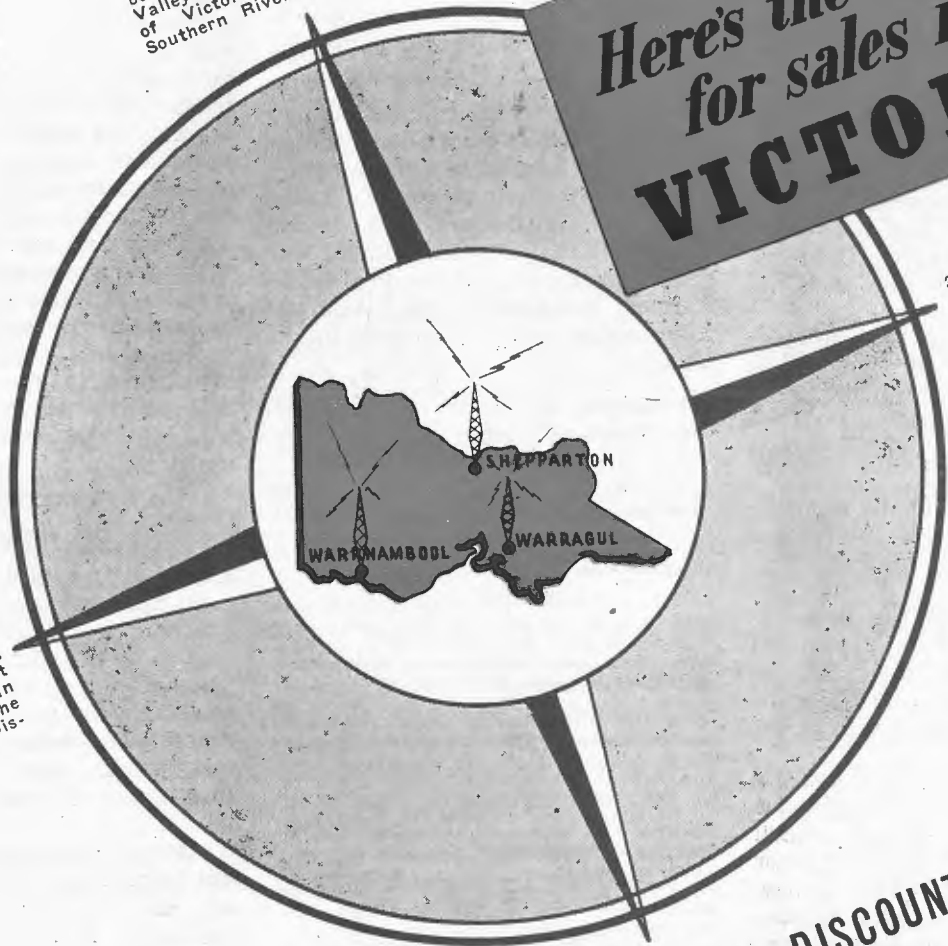
Here's the course
for sales in
VICTORIA

3UL

3UL Central Gippsland—the richest and most densely populated rural area in Victoria. Fringed with mountains causing interference with out-lands radio reception.

3YB

3YB City of Warrnambool—covers the fourth largest provincial city in Victoria, and the rich Western District.



10% ARGUS CHAIN DISCOUNT

Advertisers using 3SR—YB—UL enjoy the benefit of a 10% chain discount. This makes the "Argus" chain an unusually good buy—in fact, the outstanding buy in Victorian radio. We'll be glad to support this with full details.

THE ARGUS VICTORIAN COUNTRY NETWORK

HEAD OFFICE: 365 Elizabeth Street, Melbourne. Phone FO 411.
SYDNEY REP.: V. M. DINNENY, Herald Buildings, 66 Pitt Street. Phone BW 8493.

BIG OIL COMPANY "SOLD" ON BROADCAST ADVERTISING

21 Club Entertains Caltex Chief

A very interesting luncheon party was held by the 21 Club at Usher's Hotel, Sydney, on Tuesday, August 13, when the Club entertained Mr. W. E. Field, recently appointed managing director of Caltex, also Mr. Keith Carr, of George Patterson's, which advertising agency handles the Caltex account, and Mr. John R. Humphries, Federal secretary of the A.A.A.A. (Federal). Mr. Leo Finn very ably occupied the chair and welcomed the three guests in true 21 Club fashion.

The chairman apologised for the absence of vice-president John Ridley, Stan Clark, Francis Levy, Bert Beaver and Lex Lippmann. The latter three were on the sick list temporarily.

In his opening remarks, the chairman referred also to the recently organised series of lectures by the Club on broadcasting matters, and particularly the one by Mr. Alan Fairhall, of 2KO, and to the one on making of programs by Maurice Chapman, of 2CH.

In jocular terms, Leo mentioned the recent bout of sickness that Maurice had, and they were not sure until almost the day of the lecture whether he would be on deck. Consequently, Fred Thompson, that energetic station representative in Sydney, arranged with Harry Dearth, who very kindly consented to step into the breach if Maurice did not come good, but that was unnecessary.

The chairman called on Roy Heath to propose the health of the visitors. Mr. Heath said that 18 years ago he himself was a member of the old Texaco Co., which is now the Caltex Co., and he was therefore particularly pleased to have the pleasure of proposing the health of Mr. Field. He said that the 21 Club liked to meet advertisers and the men who controlled the appropriations, and so carry on the goodwill work in radio circles.

He congratulated Mr. Field on being the first Australian to be appointed managing director of the Caltex Co. There was a drive and a force about that company's activities that made it very prominent in business circles.

The orchestral effects of the members of the 21 Club in singing the musical accompaniment was rather charming.

MR. FIELD RESPONDS

In responding to the toast, Mr. Field said he was very pleased to be honored with an invitation to lunch with the 21 Club members. He thanked Mr. Heath for the congratulations in having been appointed the first Australian managing director of Caltex, and said that when the Caltex president was out here recently from America, he had a good look over the whole set-up, and on his return to America was able to convince his colleagues that it would be a good thing if an Australian was put at the head of the Australian branch of Caltex.

Mr. Field paid a tribute to the co-operation and loyalty that existed in his Caltex organisation, and stressed the point that without the love of cause in their hearts it would be impossible for any organisation to successfully function. A keen spirit was necessary in any progressive business. He offered the 21 Club the opportunity of seeing a full film picture on "Mechanised Farming" which was rather interesting. He favorably commented on the Caltex session that they had sponsored for so long — "Youth Speaks."

He was quite satisfied with the results that it gave, and they were not prepared to chop and change their broadcasting policy. When they hit on an advertising theme they were consistent with it. He and his company were completely sold on radio, although there was a time when they probably did not think so, and they entered into it with much diffidence, but now they are quite convinced that radio does a big job.

He detailed the plan of his company for looking after all their ex-servicemen, many of whom went away as boys and came back as mature men, some of them decorated and promoted with high rank. Caltex immediately put all these returned men through a school covering the entire

ramifications of the organisation, and brought them up to date with the present requirements and trends. He said they learned leadership while they were away, but they had to come back to business school. Nevertheless, they should make better employees and better citizens.

Mr. Keith Carr was then called on by the chairman to say a few words, and he thanked the chairman for reference to him as a versatile young man, which was a compliment. Keith incidentally served in the war with the Army.

He said he was glad to know that the 21 Club was not just a social or a convivial club, and the series of lectures which they had recently organised was deserving of praise. When he came out of the Army and went back to his agency, he found they were very active users of radio, whereas in pre-war days they were not quite so sold on it, if sold at all. He said this was a compliment to the salesmen of radio who were represented in the 21 Club. His agency considered that agencies are equally representatives of media, and he always tried to live up to that.

WHY 21?

Before calling on Mr. Humphries, Mr. Finn referred to the reason why the Club was called the 21 Club. He said that this was because the founders of it were confirmed in the opinion that radio had come of age, also that it was 21 years since commercial broadcasting had started in Australia, and, thirdly, they had an idea that they would probably limit their membership to 21 people.

Mr. John Humphries, recently appointed Federal secretary of the A.A.A.A. (Federal) briefly responded and said he felt that he represented all the members of the A.A.A.A. at the luncheon. He was sure that the various interests in advertising, such as the advertisers, the agencies and the media, could find a common basis of ideas and ideals to make successful arrangements with successful conclusions. He believed that the A.A.A.A. was serving the community as radio did, and that getting together at luncheons and other places everybody got to know each other much better.

The 21 Club monthly luncheon certainly does a swell job in getting together with prominent people associated with radio advertising, and is to be commended on its progressive thought and action. (O.F.M.)



2UE'S PROGRAMMING SKILL IS
BUT ONE REASON FOR 2UE'S VAST
AND INTENSE LISTENER-LOYALTY

Advertising Notables—

Mr. LOYD RING COLEMAN,
Managing Director,
J. Walter Thompson Australia
Pty. Ltd.,
Sydney and Melbourne.
Head Office: New York.

Offices also at: London, Chicago,
San Francisco, Hollywood, Seattle,
Montreal, Toronto, Bombay, Cal-
cutta, Johannesburg, Capetown,
Sao Paulo, Buenos Aires, Rio de
Janiero.

Mr. L. R. Coleman joined the Thomp-
son Company in London in 1928.
During World War I Mr. Coleman
served in the U.S. Navy. He gradu-
ated from the University of Rochester
in 1918 and carried out two years'
post-graduate work in the Faculty of
Psychology at Columbia University.
Mr. Coleman went from London to the
Antwerp office, and in 1933 he was
appointed head of J. Walter Thomp-
son Continental operations with head-
quarters in Paris. Here, in addition to
his agency activities, he carried out
extensive administrative work for the
American Library in Paris. He was a
speaker at the Congress of the Inter-
national Chamber of Commerce in
1937 in Berlin, and 1939 in
Copenhagen.

In 1941 Mr. Coleman came out to
Sydney as Managing Director for the
Company in Australia. Australia's
advertising fraternity is familiar with
his addresses, delivered not only at pro-
fessional conferences, but to business,
cultural and sociological groups as well.
Author of a standard work on
psychology and many articles on
psychology, advertising and economics,
Mr. Coleman is a distinguished and
significant personality in the adver-
tising world.

A Reminiscence.

Living in France for six months after
the German occupation, in order to
obtain passports for his French wife,
Mr. Coleman was subjected to rig-
orous curtailment of his freedom and
confiscation of much personal property.
He managed to arrange for the storing
of his library of 3,000 books with a
Madame Denyse Clairouin. Later,
Madame Clairouin's husband was shot
as a member of the Underground
Movement, and Denyse was deported.
She died in a concentration camp.
With this history behind them, the
arrival of the books in Australia this
month assumed the proportions of a
minor miracle!

**FOUR A's MELBOURNE
MEETING**

President of the Australian Associ-
ation of Advertising Agencies (Fed-
eral) Mr. Hugh Berry, accompanied
by the general secretary, Mr. John
Humphrey, and Mr. G. H. Brown, will
fly to Melbourne to-morrow (23rd) to
attend the Four A's Federal Executive
meeting on August 26. Scheduled also
is a meeting with the ANPA accredi-
tation bureau on August 28.

The Federal Executive will face a
heavy agenda which will probably oc-
cupy two full days.

One proposal which will be dealt
with will be the bi-monthly issue of a
bulletin on current affairs for circula-
tion to all members, while an addi-
tional plan envisages the publication
of a quarterly review for distribution
to agency members and to national
advertisers and industrialists, the
press and parliamentarians. Motive
for this one is to show what advertis-
ing is, what it means to the commu-
nity and to business.

**WORKERS' SESSION FOR OVER
1,000 FACTORIES**

Employers and employees are unani-
mous in their approval of Sally's
Workers' Session from 2UE at 2 p.m.,
Monday to Friday. This session, which
is conducted by Mrs. "Sally" Harten,
has been increasing in popularity ever
since its inception nearly four years
ago. Letters and request numbers are
received now from well over 1,000 fac-
tories.

The brief human relations talks that
Sally interpolates between requested
recordings have resulted in many
letters of appreciation being received
from both managements and workers
advising that the session has been re-
sponsible for a better understanding
and a vast improvement in relations
between employer and employee.

A survey conducted recently
throughout the factories indicated
that the order of favouritism was
Bing Crosby 1; John Charles Thomas
2; The Inkspots 3.

The 200-strong Committee of girls
formed by Sally shortly after the Ses-
sion started is still a loyal band of
willing helpers for any good cause.
During the war, they visited military
hospitals; took the boys for picnics
and to shows; knitted over 2,000 bed
sox for the old folks' homes at New-
ington and Lidcombe.

THE CAMERA WAS EVER CANDID AND SPARES NOBODY



Wisecracks were flying fast when this flash exploded to catch Kitchen sales director H. C. Nankervis; 2UW general manager, Frank Marden; Federation Secretary Ray Dooley (busy with blowpipe) and Lever's managing director, W. D. McPherson, at Bob Dyer's recent cocktail party.

**W.A. INSTITUTE OF
ADVERTISING**

The August general meeting of the
Western Australian Institute of Ad-
vertising was well attended by mem-
bers in anticipation of an interesting
address to be given by Mr. C. Ron
Olney of the Sales Promotion Depart-
ment of the West Australian News-
papers Ltd. Members were not dis-
appointed as Mr. Olney's 75 minute
lecture of his experiences overseas
was packed full of interesting materi-
al. During the war years, Mr. Olney
occupied important R.A.A.F. Public
Relations Staff positions overseas, and
was located at Washington for some
time. An excellent collection of pho-
tographs added to the interest of his
talk which covered his work in bomb

blitzed Britain, the follow up of D-
Day in Europe and his subsequent
position in America. At the outset he
advised that he felt he should give
"an accounting" to at least some of
the taxpayers for his activities at
their expense, and he certainly ful-
filled this in no small measure.

At this August meeting four new
members were admitted and further
progress was reported in Institute ac-
tivities in general, including the mem-
bership drive.

Mr. Claude Willmott was recently laid
up at his Dee Why home from the effects of
a red-backed spider bite. The early or false
spring has made these spiders particularly
aggressive and all home gardeners should
be warned by Claude's misfortune. One
sympathetic, though cryptic-tongued pal of
Claude's suggested that the spider-bite in-
cident wasn't news and added "just wait
'til Claude bites a spider!"

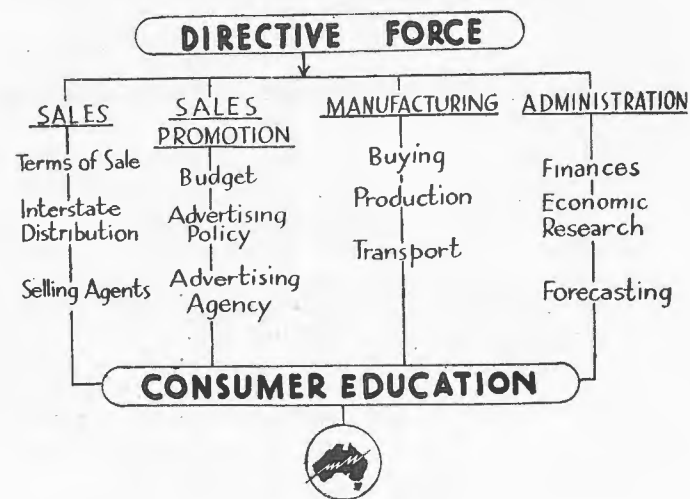


2UE personalities Ken Howard, Frank Scott, Margaret Kirby and Pam Morris taken with men in the T.B. wards at the 113th A.G.H. when Harry Yates took a show up there recently.

Marketing on a Large Scale

A Streamlined Plan for Mass Coverage via Broadcasting Lowers Selling Costs

People are markets, and their response to the merchandising of any live organisation can be artificially accelerated by advertising, providing the product is true to label. The most important aspect of this advertising is that the message must register and be absorbed if response is to be felt, either institutionally or by turnover. All advertising is not always read nor the message assimilated but attentive listeners to radio shows do hear a full message that they might not have bothered to read. It is unique, therefore, for the advertiser to find people queuing up to hear his story—such as for sponsored network shows. Here is the foundation to influencing the market with surety.



Benefit of Dual-Station Coverage

Today's trend in advertising is to simplify the means of reaching the most people with as little media organisation as possible. The function of permanent land lines in dual station hook-ups (such as that of 3AW's non-stop relay to 3CV Central Victoria from 6.30 to 10.30 p.m. daily) is a channel that streamlines an audience.

PUBLIC DEMAND

Territorial Breakdown

If it is necessary for an advertiser to specialise in one State, a blanket coverage is offered through the Victorian Macquarie outlets. This can be limited, according to the budget, to Melbourne's feature station 3AW, and the Maryborough-Ballarat transmitter of 3CV.

Nearly $\frac{1}{4}$ of all Australia's population can be reached through the 3AW-3CV hook-up

Serving a population of 1,387,000 within 50 miles of Melbourne and 225,000 within 50 miles of 3CV accounts for one of the biggest slices of Australia's richest market.

3AW-CV

"At Home with All the Family"

Warner Criticises Evidence on FM Given Before Parliamentary Standing Committee

Mr. A. G. Warner, managing director of Electronic Industries Ltd., has expressed the opinion that the trade—including his own company—has failed to examine thoroughly the scientific possibilities of the various methods of broadcasting and to present evidence thereon from the viewpoint of the buying power of the public, who is the ultimate judge.

"In the long run," says Mr. Warner, "the people in the lower and middle-class income groups determine how much they will pay and for what."

Mr. Warner has written a letter to the secretary of the Parliamentary Standing Committee on Broadcasting dealing with some points which he feels have not been sufficiently stressed in previous evidence. Mr. Warner's letter to the Standing Committee is given below:—

"We desire you to bring before the Parliamentary Standing Committee on Broadcasting the following comments:

"After perusing the reports which have emanated from the Committee, we have come to the conclusion that there are certain consequences to the introduction of F.M. which the witnesses—including ourselves—have not made clear to the Committee. They are as follows:

"If F.M. became the only broadcasting system for the metropolitan area, it would mean that no receivers of less than six valves could be sold. Now, before the war, 90 per cent. of the sets sold were 5 valve sets or under. About 65 per cent. were mantel receivers of 5 valves or under and 50 per cent. were 4 valves or under.

"These mantel receivers were sold at prices ranging from about 11 guineas up to 25 guineas but the bulk of them were sold at an average price of 15 guineas. Even the majority of the console models were sold at an average price of about £20 and were of a cheap type sold at less than usual margins of profit by city departmental stores. Six valve receivers of a mantel type, before, the war, sold between the prices of about £25 to £35.

"The effect, therefore, of the complete introduction of F.M. would mean that all the buyers who could not afford receivers based on pre-war prices of higher than £25 could not buy receivers for F.M. In addition, it must be remembered that post-war prices will be at least 30 per cent. higher than pre-war prices since

prices follow wages. Rates of pay for actual hours of work have increased about 30 per cent.

"Portable receivers which usually employ 4 or 5 valves would be entirely eliminated because people would not wish to carry receivers of 6 valves and over of the F.M. type because they would be too heavy and bulky and because they would only be useful within the suburban area and, after all, the object of a portable receiver is that it should be portable for country picnicing use.

"Furthermore, automobile radios which require—under present A.M. conditions—at least 5 valves—would require at least 7 valves—probably 8—to operate satisfactorily upon F.M.

"It is already difficult to put a 5 valve receiver into the average car, particularly the small cars, and an 8 valve receiver will be even more difficult and more expensive to fit, in addition to which the radio would only be useful within the suburban area.

"If the car radio is to be made useful outside as well as inside the suburban limits, it would have to be equipped with A.M. as well as F.M.—in which it case it would need not less than 9 valves and again would be correspondingly difficult to fit into a car and equally difficult to sell because of the high price which would have to be charged.

"All the above comments apply, of course, in a lesser degree in the event that F.M. be used for, say, 60 per cent. of the future broadcasting stations.

"Under these circumstances the lower and middle income groups, i.e., 90 per cent. of the public, would be debarred from receiving 60 per cent. (or whatever percentage it is) of the F.M. stations which actually exist at a given time because of the price they would have to pay for the F.M. re-

The letter written by Mr. A. G. Warner to the Parliamentary Standing Committee on Broadcasting which is given on this page raises the question of the desirability of the introduction of FM in this country in view of the relationship of the service which it will render to the public and its increased cost based on the figures submitted by him.

We would welcome the opinion of any of our readers as to their agreement or otherwise with Mr. Warner's statements and of opinions on public acceptance of FM.. Please send comments addressed to The Editor, "Commercial Broadcasting", Box 3765 G.P.O., Sydney.

ceivers, or combinations of A.M. and F.M. receivers. The users of portables and car radios would be similarly handicapped for the reasons stated above.

"For all of the above reasons, it is obvious that the substantial introduction of F.M. would reduce the number of lower-priced mantel models and consoles that could be sold to those people in the lower and medium income brackets and that the sale of car radios and portables would suffer in like manner.

"There have been vague suggestions that F.M. receivers may be cheapened by the use of combination valves, thus achieving results with a smaller number of valves than we have indicated above. Nevertheless, we can find no sources of commercial valves or methods by which this can be achieved at present. In addition, if combination valves of dual or triple purposes or quadruple purposes are developed, they can be equally well applied to A.M. as to F.M. and equally they will reduce the price of A.M. as well as F.M., and there still remains the well-known fact that the F.M. high frequency component parts are more expensive to produce than the present broadcast parts. More simply expressed, there is considerable doubt as to whether the public—who are the ultimate judges of value—will be prepared to pay the extra pounds for

(Continued on page 18)

"Business Is Dead . . .

around the Town," so they said in the trade. But we're writing more and more business every day.

Since 19th July the following Star programmes have been sold:

★ **"RAISING A HUSBAND"**
 1/2 hour 9.00 p.m. FRIDAYS
 A Brand New Radio Winner and something different in quizzes.
 Sponsor: J. FARREN PRICE.

★ **"THE PROFESSOR & YOU"**
 1/2 hour 7.30 p.m. SATURDAYS
 The Journalist chats with the Professor on new inventions and ideas.
 Sponsor: THE CAMPBELL EYE INSTITUTE.

★ **"GUEST CONDUCTOR"**
 1/2 hour 7.30 p.m. FRIDAYS
 The spotlight on famous conductors.
 Sponsor: BIBER FURS PTY. LTD.

★ **"VOICE OF THE ARMoured CORPS"**
 1/2 hour 8.45 p.m. THURSDAYS
 News of the Armoured Corps Association.
 Sponsor: THE WENDEL FROCK SALON.

★ **"BALLYHOO"**
 1/2 hour 7.45 p.m. MONDAYS & WEDNESDAYS
 Two screwball sessions which keep ticking the funnybone.
 Sponsor: C. J. AITKEN.

★ **"PRESENTING THE CLASSICS"**
 7 1/2 m. 10 a.m. SUNDAYS
 Beautiful music in the way you prefer it.
 Sponsor: OXFORD COACHING COLLEGE.

★ **"CIVVY STREET"**
 1/2 hour 6.30 p.m. SATURDAYS
 Solving the Ex-Servicemen's Problems, Conducted by the Australian Legion of Ex-Servicemen & Women.
 Sponsor: POND & POND.

★ **"BALLADS of BEAUTY"**
 1/2 hour 8 p.m. MONDAYS
 Glorious melodies by the world's finest singers.
 Sponsor: GRACE BROS.

★ **"PEOPLE YOU'D LIKE TO MEET"**
 1/2 hour 7.45 p.m. FRIDAYS
 Interesting personalities discussing an important subject.
 Sponsor: LIQUOR TRADES COUNCIL

★ **"PACIFIC MELODIES"**
 1/2 hour 10.15 a.m. SUNDAYS
 The brightest and newest tunes.
 Sponsor: F. J. PALMER & SON LTD.

★ **"MUSICALE IN MINIATURE"**
 1/2 hour 1.45 p.m. SUNDAYS
 Better class music delightfully presented.
 Sponsor: NATURAL HEALING PTY. LTD.

★ **"MAGNIFICENT MELODY"**
 7 1/2 min. 10.71 a.m. SUNDAYS
 A session of the more popular classics
 Sponsor: COLLEGE BOOK SERVICE.



TO SELL MORE

Melbourne Representatives:
OATEN-WARD (Ernest J. Oaten - Dudley H. Ward), 379 COLLINS STREET, MELBOURNE. Phone MU 4725.

PATENTS NEGOTIATIONS NEAR FINALITY

When the last Patents agreement under which licences were issued to all manufacturers of receivers expired in December, 1944, the licences were extended for a further 12 months, and since December, 1945, manufacturers have been carrying on under the conditions of those licences.

A draft of the new proposed patents licences has now been prepared, and a meeting of licencees was held recently for the purpose of discussing the proposed licences.

It is expected that agreement will be reached in the near future, and at that stage the new patent licences will be issued by A.R.T.S. & P.

JUNE LICENCE FIGURES

This tabulation of Australian listeners' licence figures as at June 30, 1946, gives the totals for each State and for the Commonwealth, and includes free licences to pensioners, the blind and schools. Additional licences, i.e., the number of homes with more than one radio, are shown in brackets. The total monthly issues can be obtained by adding the new issues and renewals.

NEW SOUTH WALES.		
New Issues	4,089	(512)
Renewals	46,478	(1,895)
Cancellations	3,655	(226)
In force at 30/6/46	550,068	(25,796)
Increase	434	(286)
Licence % popn.	18.97	

VICTORIA.		
New Issues	2,445	(—)
Renewals	35,013	(1,546)
Cancellations	2,353	(114)
In force at 30/6/46	396,800	(19,085)
Increase	92	(—114)
Licence % popn.	19.71	

QUEENSLAND.		
New Issues	1,843	(114)
Renewals	15,933	(382)
Cancellations	2,255	(40)
In force at 30/6/46	186,396	(4,790)
Increase	412	(+74)
Licence % popn.	17.28	

SOUTH AUSTRALIA.		
New Issues	1,637	(219)
Renewals	14,747	(1,135)
Cancellations	567	(6)
In force at 30/6/46	152,466	(12,258)
Increase	1,070	(+213)
Licence % popn.	24.24	

WESTERN AUSTRALIA.		
New Issues	1,100	(130)
Renewals	9,731	(379)
Cancellations	784	(13)
In force at 30/6/46	101,964	(4,565)
Increase	316	(117)
Licence % popn.	20.80	

TASMANIA.		
New Issues	508	(69)
Renewals	4,794	(207)
Cancellations	498	(55)
In force at 30/6/46	49,200	(2,792)
Increase	10	(+14)
Licence % popn.	19.83	

COMMONWEALTH		
New Issues	11,622	(1,044)
Renewals	126,696	(5,544)
Cancellations	10,112	(454)
In force at 30/6/46	1,436,894	(69,286)
Increase	1,510	(+590)
Licence % popn.	19.34	

LEADING PROGRAMS IN ADELAIDE

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
 83 Broadcast during both survey weeks (April-June 1946)

PROGRAM	WEEKLY FREQUENCY	April-June 1946	Previous Report	Year Ago
Australia's Amateur Hour	1 x 60 mins.	1	1	1
Lux Radio Theatre	1 x 60 "	2	3	2
Professor Quiz	1 x 30 "	3	2	7
Leave Pass	1 x 30 "	4	5	21
Calling the Stars	1 x 60 "	5	5	11
Cashmere Bouquet Show	1 x 45 "	6	15	25
Mrs. 'Obbs	4 x 15 " Serial	7	9	4
Bob Dyer's "Can You Take It?"	1 x 30 "	8	14	12
Hit Tunes	4 x 15 "	9	19	13
Voices We Know (Bulldog Drummond)	4 x 15 "	10	4	X
Martin's Corner	4 x 15 "	11	9	3
Music in the Air	1 x 15 "	12	11	17
The Regency Buck (The Scarab Ring)	1 x 15 " Serial	12	8	X
The Spoilers (The Barrier)	1 x 15 " Serial	12	5	X
Amateur Show	1 x 60 "	15	11	X
Colgate Cavalcade (Can You Top This?)	1 x 45 "	15	15	X

Note:—NR. = Broadcast during one survey week only and therefore not ranked.
 X = Not broadcast. Program in brackets broadcast during and prior to April, 1946.

Leading 10 of All Day Sponsored Programs
 71 Broadcast during both survey weeks (April-June 1946)

PROGRAM	WEEKLY FREQUENCY	1946 April-June	Previous Report	Year Ago
Big Sister	5 x 15 mins Serial	1	1	1
Community Singing	1 x 90 "	2	4	X
Races	1 x 240 "	3	8	8
Treasure Corner	4 x 15 "	3	3	X
Tops of the Pops	1 x 30 "	5	2	3
Soapsuds and Song	3 x 15 "	6	5	6
Adelaide Banjo Club, The	1 x 30 "	7	8	X
Hollywood Holiday	4 x 15 " Serial	7	5	X
Nanette's Houskeeping Club	5 x 15 "	7	8	10
Life of Mary Livingstone, M.D.	4 x 15 " Serial	10	8	X
Musicale of Melodies	4 x 15 "	10	7	X
Owen Foster & the Devil	2 x 15 " Serial	10	14	X
Shefte and Hawaiian Club	1 x 30 "	10	12	18
Shoo-Shoo Baby	1 x 50 "	10	12	9

X = Not broadcast.
 MEDIANS: A "Median" is a special type of statistical average and represents the average number of Radio Homes listening to the sponsored programs of the types stated.

The following figures are based on an estimate that there are 104,000 Radio Homes within 25 miles of the G.P.O., Adelaide.

Night.—All Programs	14,500	Radio Homes approximately
60 minute Programs	26,000	" " "
30 minute Programs	13,000	" " "
15 minute Programs Serials	24,000	" " "
15 minute Programs Non Serials	11,500	" " "
Day.—All Programs	4,000	" " "
30 minute Programs	4,000	" " "
15 minute Programs Serials	7,500	" " "
15 minute Programs Non Serials	3,000	" " "

2KY 2HD

SYDNEY

NEWCASTLE

Are in permanent contact with the Cash Market provided by the Industrial Workers of N.S.W.

SYDNEY

M 6291

MELBOURNE

Stanford Allan
CENT. 4705

NEED FOR BASIC UNDERSTANDING OF PUBLIC TASTE IN PRODUCTION OF PROGRAMS

Third in Series of 21 Club Lectures

In an informative and generally educational lecture in the series arranged by the 21 Club of Australia, Mr. Maurice Chapman, manager of 2CH Sydney, recently explained the technique of program production.

Mr. Chapman's lecture was projected against the already established background and setting established by two earlier lecturers, Mr. John Ridley, 2GZ general manager, who had traced the whole history of broadcasting and commercial broadcasting, and Mr. Allan Fairhall, 2KO managing director, who had built up the mind's-eye picture of the technical facility of the medium.

The lectures, fortnightly, are being exceptionally well attended, particularly by the younger members of advertising agency and broadcasting station staffs. They are given in 2GZ's big audience studio, kindly lent by Country Broadcasting Services for that purpose.

The development, from a production viewpoint, of commercial radio programs over the last 16 years in Australia, is something of which Australian producers, actors, and writers, justifiably may be proud, Mr. Chapman said.

"There is still a great deal of ground to be covered and many criticisms that may be levelled at the type of entertainment the commercial broadcasters offer to the public, but when a survey is made of the ground which has *already been covered* in the face of economical difficulties, periodical shortages of talent material, and the intervention of the most widespread war the world has ever seen—Australian radio has achieved a great deal.

"Commercial broadcasting is, without doubt, one of the most demanding phases in the field of entertainment. A short time ago, I was looking through some correspondence between some of America's most talented producers and some of America's most famous writers, and I found in this correspondence an admission from no less a person than Alexander Woolcott that although he had been writing every day for 30 years, the tremendous demands of writing for radio

drained him dry, and that he had to stop and take time out to refill.

"The dean of American playwrights, Channing Pollock, is another one who found radio too much for him. Channing Pollock was assigned by the Columbia Broadcasting System to write one program per week for that network for a period of six months; that is to say, Mr. Pollock was required to deliver to the studios, once weekly, about 14 pages of dialogue. The famous playwright says it nearly killed him. "It is over half a full length play, and it takes me *six months* to write a play."

"There you have two men, both of front-rank prominence in their respective literary field—both of them most precise in methods of work—who could not 'face-up' to the exhausting demands of broadcasting. These men are by no means exceptions.

"The radio writer and producer must go on week in, week out . . . a new theme—a different show. The radio production world can not enjoy any of those things which give the theatrical and motion picture world some respite from their work. The stage play is produced and runs for a year—a radio program, particularly a musical, requires almost as much work and concentration and only runs for one night; unless, of course, it is recorded for subsequent broadcast, and even in such cases the number of broadcasts could be counted on one hand.

"So it is apparent that having to find people of the calibre to perform this exacting work the production of commercial radio programs is a highly individual affair and Australia



Mr. M. D. Chapman

has kept further ahead of progress—a long way further ahead than one would expect of a country with only seven and one-half millions of population. Attainments in other fields of literature and writing do not necessarily fit a man for broadcasting. The best writers are, I think, those who have grown up with radio rather than those who have been converted from journalists, novelists, and the hundred other writers of fact and fiction that exist in the world to-day. But because radio is so individual, it exposes a rather broad flank to those people who, by legislation, by reason of rival commercial interest, or caprice, see fit to criticise or even attack it.

"I think we all agree that in radio much time is spent in broadcasting entertainment which could be vastly improved. No group would more gladly acknowledge this fact than the broadcasters themselves. They, more than any person or body of people, are aware that such weakness does exist, but radio policy is derived from the will of the listener—and to a certain extent from the dictates of advertisers—not from the taste of the executives. Broadcasting interests merely put into operation the prohibitions created by those who administer broadcasting, and the preferences so openly exhibited by the public.

"If, from a strictly academic viewpoint, certain phases of broadcasting are banal and of low-brow standard, it is because the public have shown that this is the kind of entertainment they want. Such meagre information as does exist about the listening habits of people, establishes beyond a doubt that an overwhelming majority of the audience prefer commercial programs.

"You will hear it argued that the main functions of broadcasting is to uplift and cultivate the tastes of the public by providing material of higher quality than the listeners demand. It has always appeared to me that this theory exhibits a poor understanding of public tastes. Public taste in entertainment is not something that can be guided by anyone. Admittedly, there are in-

(Continued on page 26)

A GREAT POWER

... in the life of
Greater Melbourne

WITHIN A
TEN MILE RADIUS
OF THE
MELBOURNE
G. P. O. LIES A
POTENTIAL MARKET
OF 750,000
LISTENERS, MADE
RECEPTIVE TO
YOUR MESSAGE
THROUGH THE
GOODWILL OF 3XY

Throughout eleven years of broadcasting, 3XY—because of its showmanship and accurate estimate of the public's needs—has been enabled to wield an ever increasing power in the buying habits of the community. Our Independent status makes it possible to cater exclusively to this vast audience. If it's results you want—include 3XY in your next schedule!

3XY

163 SPRING STREET
MELBOURNE
CENTRAL 6612

SYDNEY REP.:
MR. RICK BARNES
42 PITT STREET.
B6315

RADIO AND THE HOLLYWOOD TECHNIQUE

(By E. WRIGHT)

Sydney journalist, Mr. E. Wright, looks a long way ahead in this thought-provoking preview of likely developments between radio and films.

Although Hollywood, and the film industry, had the benefits of a complete era of experience—in the production of silent films—when radio was still hardly more than an alternative means of communication, the two forms of mass entertainment are virtually contemporaneous growths. For a generation we have been unconsciously witnessing the makings of a battle royal between two similar psychological techniques employed in mediums fundamentally different in mechanical character.

Between the two there has been little more than occasional rumblings up to date. Both great groups have had any deep animosities and interest tempered by the urgent need to concentrate the maximum of their efforts to establish themselves and to satisfy the public's unpredictable wants in the matter of entertainment without concerning themselves much with relative achievements or relative prospects. After all, it is on public taste and the public's insatiable demands that the greatest interest and preoccupation in every industry always tends to centre. While it may be good tactics to study in minutest detail the progress of competitive mediums, there is a limit to the time that can be devoted to what the other fellow is doing while you already have existing customers to satisfy and keep satisfied.

Nevertheless, a subtle bond exists between the two techniques, and for no very good reason.

Looking back, it would seem that as the film industry progressed and expanded, its methods of mass entertainment were closely watched by radio, and in whatever way the film magnates got the ear—or the eye—of

the public radio was quick to learn lessons, until to-day in the aggregate of broadcast programs it is the Hollywood method that tends to dominate. It is sometimes no more than a subtle domination, true. Effects like audience participation, which in recent years have proved to possess an entertainment property of astounding dimensions in Australia and elsewhere, opened up avenues, still only partly perceived, which no Hollywood producer can expect to traverse. But the personal touch—and all that goes to make up the meaning of that admittedly vague term—is not that which is most emphasised in radio currently. In the main the spectacular results are sought after in the manner of a Hollywood production—and this when we are preparing to emerge with a mightier instrument still—television.

Perhaps this is due to the fact that the film industry already possessed a wide and established organisation when radio was still in the hands of a few uncertain though visionary pioneers—like those in Australia, who established their broadcast "studios" in their own homes and felt their way from these domestic surroundings into the lounge rooms and kitchens and bedrooms of nations. Perhaps it was the instinct to follow the track that was already blazed. Whatever the causes, Hollywood tended to lead all the way, and shows no real signs of being outdistanced yet.

Even the smaller things bear out this contention. We still speak of a radio newsreel. Yet it comes to us over the air! Always above the routine background of the intimacy of radio is the tempo of the program highlight, pitched on the same plane as a movie (which does not show until

the audience is settled in seats and is prepared to give more than casual attention). Even the radio play as such is, at its best moment, invariably an endeavour to produce by sound the effect that Hollywood gets on a film.

And yet where is the connection? Why should there be any connection?

Although it has paid off up to date there are good reasons why radio might suffer in the long run if it continues to be the sound track of a film—even when, with television a reality, it eventually gets a film of its own showing.

Radio is still a technique of sound. There are times when that fact seems to be lost sight of. Sound may be brought back to words, but when words are cast in the form of the elaboration of a picture and less and less as a personal communication, their presentation suffers by the absence of a picture just as the account of a big fire loses some of its interest when the spectator does not actually see the flames shooting skyward, the firemen running out their hoses, etc., while the commentator is speaking; as, to a lesser extent, does the story of a political crisis when there are no banner headlines struck across front pages.

Radio must therefore get its effect in other ways. It will always suffer an invidious comparison in the long run if it seeks a place on the band wagon of Hollywood—or for that matter (irrelevant as this may be at this juncture), if it mimics the daily press.

In more than twenty odd years, radio has not fully matched in application the medium's mechanical worth and the time may be rapidly approaching when it will have to strike out a new furrow, just as Hollywood struck out a new furrow of popular entertainment twenty or thirty years back.

The fact that a problem exists, and will yearly grow more significant rather than less so, may be seen by reflecting on the advent of television. Current reports from overseas indicate that the television camera may very well become the relay instrument of the silver screen. Granted the almost insurmountable economic factors involved at the present juncture prohibiting—in the scope of our present conception—the daily production of new "live" shows, and making it necessary to maintain a canning process of some sort or another for all

(Continued on page 21)

WARNER ON FM

(Continued from page 11)

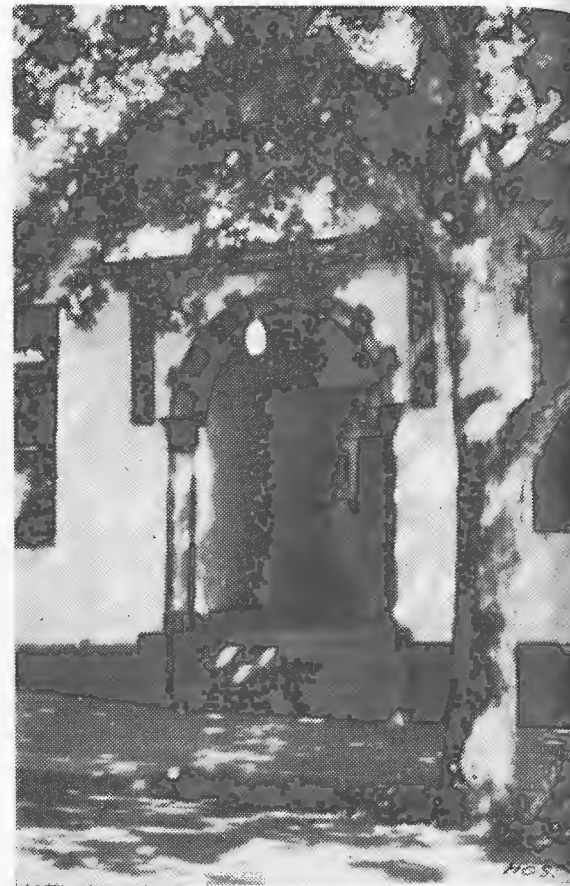
the slight advantage (if any) which they may be able to detect in the F.M. system.

"At first glance, it would appear to be in the interests of the trade and manufacturers that at some future date the present receivers should all be scrapped whereby a new and fresh market would be created for all of us, but we doubt whether a narrow and selfish outlook of this type would be to the ultimate advantage of the industry which has really been built up upon giving an excellent entertainment value to the public at a reasonable price.

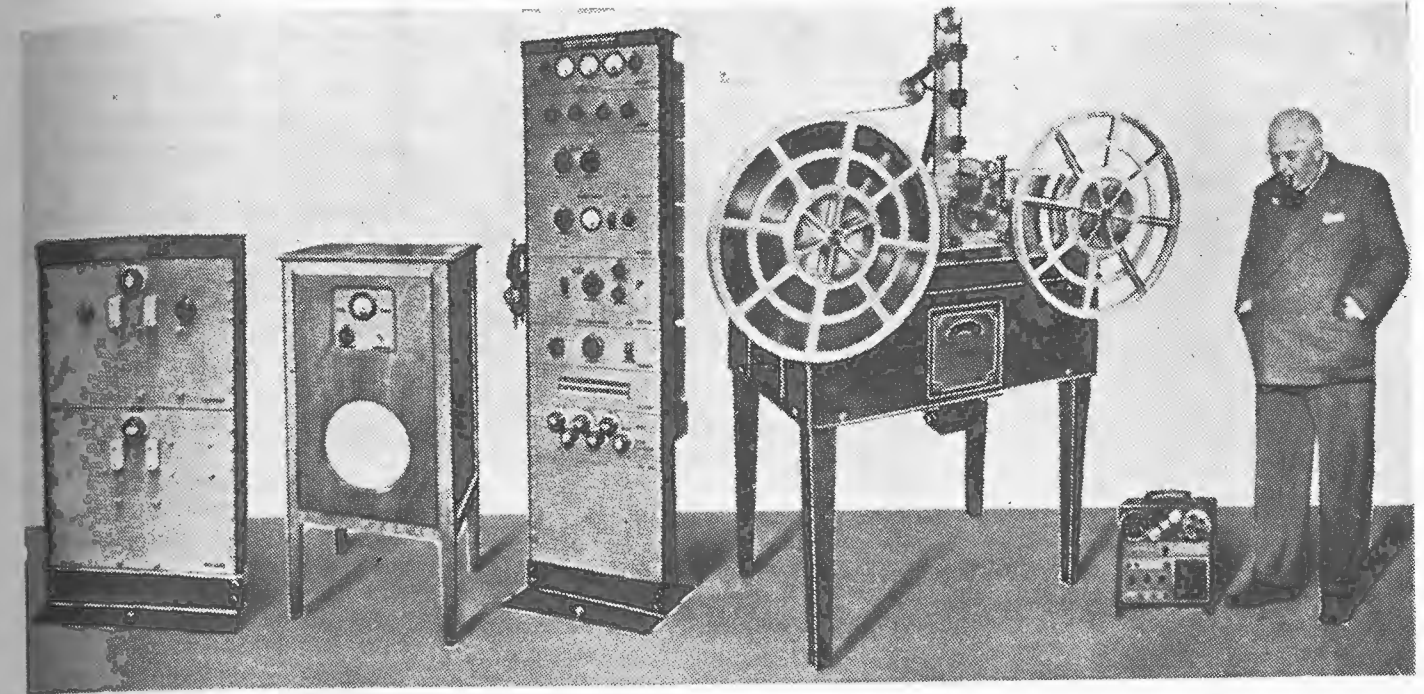
"May we, in conclusion, point out that the 5 per cent. or 6 per cent. of comparatively wealthy people in Australia are not a very important market because of their small number and by reason that they obtain their main amusements from other sources than radio, whereas the lower income groups who cannot afford many other forms of entertainment constitute our main customers.

ATTRACTIVE ENTRANCE PORCH OF HAMILTON STATION 3HA.

This entrance porch of VBN's Hamilton outlet with its late Victorian architecture gives visitors an immediate impression of spaciousness, borne out by the comfortable set of studios within.



Progressive Stages in Development of Wire Recorder



Here is a real Ripley picture. At right Mr. V. M. Brooker, manager of the A.W.A. broadcasting department, stands looking down at a modern wire-recorder. It looks like a pygmy alongside the 8 ft. tall contraption at the left which, although belonging to a very early vintage of wire recorders, has been in constant and useful service for many years along with its accompanying control panel and associated equipment. This mighty contraption was first used by AWA in Sydney and, in fact, recorded the first Radio Newsreel on which the late Lord Baden Powell made his first record in Australia. For the past 11½ years it has been in constant daily service at ZJV Suva.

No larger or heavier than a portable typewriter, the magnetic recording instrument now in use by 2CH represents a study in portability and compactness not dreamed of until recently, and these features indicate that it will play an increasingly important part in broadcasting of the future.

Previously, magnetic recording involved the use of bulky equipment weighing several tons and occupying many feet of floor space in which to accommodate four separate units necessary for recording and reproduction.

The new recorder bridges a vast gap in the progress of recording generally, and because of its easy manipulation and portability it eliminates many problems which presented themselves in other methods of recording and reproduction work. At the same time its compactness, and the fact that it embraces both recording and reproduction in the one unit, enables it to be used for a wide variety of jobs for which other types of recorders are unsuitable.

Invented by Valdemar Poulsen in 1900, magnetic recording remained in

an undeveloped state until 1924 when the steel wire was replaced by the introduction of a steel tape which resulted in a substantial reduction in wave-form distortion. As a result of major developments that have taken place in the manufacture of steel due to war requirements it is likely that further progress in magnetic recording will merely be a matter of time.

Recording as a term has for so long been synonymous with gramophone recording that it is only by an effort that its broader significance is fully appreciated. As the scope of broadcasting services are extended, and television develops, so must recording facilities keep pace with the demand. Until comparatively recently recording on disc has met most broadcasting requirements, but there are circumstances in which disc recording is inadequate, and it is in such cases that new systems of recording open the way to extensions of existing broadcasting services.

One of these is magnetic recording which in its simplest form may be effected by passing a steel tape or wire at a constant speed through an elec-



And here's another line of recording. With the shout of "Camera, action!" Humphrey Bishop goes into his job producing "The All Time Hit Parade" at 2CH Tudor Studio, with mike and movie camera both lined up to record and film the show. (see story page 33)

(Continued on page 20)

"It's a short cut to a certainty"

That is what the Queensland Network offers you in your radio coverage of Queensland—a short cut to a certainty!

Use the five stations of the "Q.N." and you can reach immediately four-fifths of the total population of the State . . . and a very large number of them can't hear clearly any other commercial transmission!

2 Million Listeners in one Bay

THE Queensland Network

4BC
4SB
4GR
4RO
4MB

MELBOURNE: P. G. Sullivan, Alkira House, 18 Queen Street.
SYDNEY: F. Thompson, Asbestos House, 65 York Street.
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

Transcriptions and Recording

REG. FOX A.W.A.
RECORDING MANAGER



Mr. A. E. R. Fox has been appointed in charge of the recording section of the Broadcasting Department of A.W.A.

Mr. Fox is a well-known A.W.A. broadcasting executive, having managed several of that network's stations in N.S.W., Qld. and Victoria. In 1940-1 prior to enlisting in the R.A.N., Mr. Fox was manager of 2CH, Sydney.

After more than four years in naval communications, which included active service as Area R.A.N. Signal Officer, New Guinea, during the campaigns of 1943-4, Mr. Fox was recently

demobilised in the rank of Lieut.-Commander.

In announcing this appointment, Mr. V. M. Brooker, manager of the A.W.A. Broadcasting Dept., mentioned that important developments are projected for A.W.A.'s Recording Department. Full-scale program production under the direction of Mr. Edward Howell (drama) and Mr. Humphrey Bishop (musicals) is planned, together with the opening of the new Recording Studios in Melbourne at an early date.

Flying Thriller For Youngsters

A serial from the Major Network's Catalogue, "Captain Midnight," commenced on Monday, August 17, from 3KZ, sponsored by Peters' Ice Cream. There are 156 episodes in this exciting story of a 1914-18 war pilot, whose deeds of daring were timed for the stroke of midnight—hence the name. This follows "Westward Ho," the Columbia-Geo. Edwards feature which had such an enthusiastic host of juvenile listeners. The Peters account is serviced by Rickards Advertising.

WIRE RECORDING

(Contd. from page 19)

tro-magnetic device which will produce variations in the distribution of remanent flux along its length. Reproduction is affected by passing the magnetised tape or wire at an identical speed through a device which is sensitive to changes of flux in the tape.

An advantage of magnetic recording is that any recording made may be stored for further use or the wire "wiped" and used again for similar or entirely different types of programs.

Undoubtedly the wire recorder will play an increasingly important part in both broadcasting and recording of the future.

One of the earliest uses of sound on wire recording by an Australian broadcasting station for programming purposes was back in 1931 when Eric Welch's description of the Melbourne Cup was recorded on magnetic wire at 2UW and replayed for broadcast several times at the request of listeners.

Nearly 30 years ago a Sydney company concerned with supplying night watchmen to city buildings experimented with the idea of telephoned points for night watchmen to use, their reports from the various points being automatically recorded on wire at the company's headquarters. The scheme fell through.

Jack Clemenger, Clemenger Radio Productions, is recuperating after his operation but expects to be back on the job again in a week or two.

Eric Wright, 2UE announcer, has been busy lately for two good causes. At a function held at the Mosman Spastic Centre recently he conducted a Dutch Auction, and within the space of an hour raised over £200. On August 19 he compered the Mosman Demobilised Soldiers' Assn. dance at the Mosman Town Hall.

Des Tanner, 2UE's musical director, is just recovering from a nasty bout of pleurisy-cum-fibrositis.

Roly Barlee has been appointed production manager of 3UZ, it was announced last week. Other staff changes announced are the resignation of Maree Stratford, chief of the copy department, who has left to join her husband in Sibiu, Borneo, and the appointment of Peg Curdie to the position of copy chief. Peg held this position before she served with the Y.W.C.A. in India and Malaya.

Radio and the Hollywood Technique—Contd. from page 17

future mass entertainment, radio—and television—seems still destined to keep developing away from its most vital potential, i.e., communication concurrent with event, and to lag in a setting to which it does not belong.

Then, too, is the equally important consideration, economically, of whether the radio industry and the film industry will continue to fulfil completely independent roles in fact and in theory, or whether the one must ultimately combine with the other, forming one compact technique. In the very long slant, it would be impossible for anyone to say at this moment in America, for instance, where some of the biggest battles in the future of both industries will be fought and won, which will out-influence the other. Television could undoubtedly dominate scientifically. But Hollywood, with its existing influence on radio, its psychological "know how" in its own field and its quicker reaction born of longer experience, may very well outmanoeuvre—as well as outbuy—those who now control radio there.

27 STATIONS
in Australia

N.B.S.
in New Zealand!

feature
TRANSCRIPTIONS

by
AUSTRALASIAN
RADIO
PRODUCTIONS

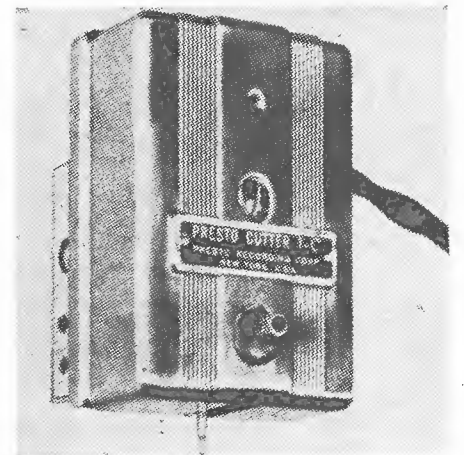
294 Smith Street,
Collingwood, Victoria
JA6255. Tel. "Fanfare"

FREDERIC I. L.
BARNES,
42 Pitt St., Sydney
B6315-B6316

PRESTO Type 1-C Cutting Head

IN 1937 PRESTO offered the recording industry the first cutting head designed specifically for recording on cellulose coated discs. This head, designated as the Presto type 1-B, made it possible for the first time to produce instantaneous recordings that conformed with current standards for high fidelity broadcast transmission. All of the improvements made during three years of research and practical experience with the 1-B head are now combined in the new 1-C cutting head. The sensitivity has been increased so that the head operates at maximum efficiency at an input level of plus 20 db. The sound level recorded by the 1-C head has been increased to the theoretical limit, making an improvement of 6 to 9 db in playback level and dynamic range. This gives from 4 to 8 times the power output previously obtained from the records. The normal response range has been extended from 6,500 cycles to 8,000 cycles and with simple equalizer circuits, it can be extended beyond 10,000 cycles. The harmonic distortion generated in the 1-C head is so low that it forms a negligible percentage of the total distortion generated by the best reproducing pickups and needles. The flexibility of the response curve of the 1-C head makes it particularly well adapted for re-recording sound from discs to film and other applications where an unusual recorded frequency characteristic is required.

The 1-C cutting head is constructed of the most suitable materials throughout and the moving parts are machined with watch-



makers' precision. Each head is adjusted by hand and individually calibrated. The frequency response, distortion and power sensitivity are determined by actually cutting a test record. With occasional remagnetizing and cleaning, for which there is no charge, the cutter may be expected to give years of satisfactory service. A nominal charge is made for converting existing 1-B heads to include the improvements in the 1-C.

SPECIFICATIONS

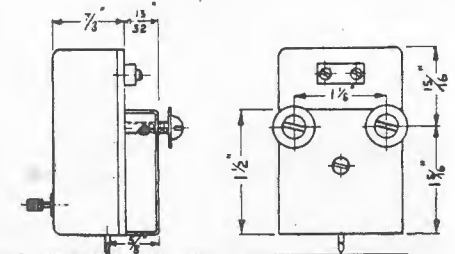
CONSTRUCTION: The armature moves against a knife edge bearing and is damped and centred between the pole pieces by calibrated steel springs which are locked in adjustment at the factory. The magnet is made of a special alloy selected for high permeability and long life. The field coil which energizes the armature is wound on a machined spool and impregnated to protect it from dust or moisture. A rubber sheath around the needle hole retards the accumulation of magnetic dust. Two mounting screws are provided at the rear of the case.

FREQUENCY RESPONSE: The response compensates accurately for the characteristics of Presto cellulose coated discs when cut at 78 RPM giving a uniform response from 50 to 8,000 cycles.

DISTORTION: Less than 4% at 100 cycles, 1.5% above 1,000 cycles. Measurements taken from a fully modulated groove cut at a pitch of 96 lines an inch.

FINISH: Cover, die cast.

POWER REQUIREMENTS: Completely



modulates the groove at an input level of plus 20 db when cutting 112 lines an inch, plus 22 db when cutting 96 lines an inch. (Ref. .006 W.)

IMPEDANCES: Available for 8, 15 or 500 ohms.

MOUNTING DIMENSIONS: Shown in fig. 2.

SHIPPING WEIGHT: 1 lb.

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B3908

Distributors:

Melbourne: S. E. Tatham, 178 Collins Street.

Adelaide: Newton McLaren, Leigh Street.

Brisbane: Campbell Advertising, Adelaide Street.

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

R C P The Best Results are Assured by
The Recording Centre
with their high standard of Technical Service
Direction: H. A. MARSHALL, M.I.R.E.
Film House, 251A Pitt Street, Sydney

M A I L 4 0

Send your Record Processing to ... **W & G** RECORD PROCESSING CO. PTY LTD
HIGHEST QUALITY FASTEST SERVICE
185 a'Beckett Street, Melbourne, C.1, Vic.
YOUR ENQUIRIES WILL BE APPRECIATED

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.

Wouldn'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.

Offices and Studio: 29 Bligh Street. Factory: 2-8 Harrington Street, Sydney. Phones, BW6953, B5139 and (Factory) B5213

Overseas Telecommunications Bill Approved by Parliament

The Overseas Telecommunications Bill passed the third reading in the House of Representatives on July 11, and at the third reading in the Senate on July 24.

The Bill provides for the acquisition by the Federal Government of all of AWA's external telecommunication systems in order to bring Australia into line with the agreement reached at the Empire Telecommunications Conference in London last year, that all British Empire overseas communications be "nationalised."

The Bill provides for the establishment of an Overseas Telecommunications Commission (Australia) to operate the services acquired from AWA, and to determine by agreement with AWA the amount of compensation to be paid to the company. Neither the compensation nor the issue of new shares in the reconstructed AWA organisation will be taxable.

TRUTH IN REPORTING

Premier McKell Lauds Macquarie Newsreel

"It is a pleasure to play an active role in the 100th edition of 'Macquarie Newsreel,'" said N.S.W. Premier, Mr. McKell, during a recent interview on the Macquarie Newsreel. "I congratulate Macquarie Broadcasting Service most heartily on its success. The venture has brought actual happenings of news interest right into the homes of the people.

"The most important feature of this form of news broadcasting is its truthfulness," he continued. "Mobile recorders enable skilled commentators to give an eye-witness account direct from the scene of the happening. This prevents any distortion of news and gives generally, a truth in reporting that is much to be desired. I would also like to commend the news broadcasts from Macquarie Network for introducing the policy of interviewing public personalities direct over the news session. This policy is a contribution to that truthfulness in reporting which I have mentioned. I wish Macquarie Newsreel and Macquarie Broadcasting Services every success."

INTERSTATE ITEMS

South Australia

Broadcasting in this State is once more in the doldrums. After nearly a fortnight of drastic power restrictions, due to lack of coal, normal living was restored for a brief four days, and then restrictions were reimposed. Broadcasting times are a little better than previously, being from 6 to 9.30 in the evenings (an extra hour) and 7 to 8.30 mornings, as before.

It is a moot point whether the small amount of electricity saved reasonably offsets the dislocation caused to the industry. Every effort has been made to prevent a complete breakdown of industrial activity, most of the irritation, inconvenience and discomfort of the restrictions being borne by the individual, particularly in the home, but commercial broadcasting stations are hard hit.

The amount of power used to put full-time programs on the air is negligible, and consumption of power by wireless receivers cannot amount to very much. Many people frankly admit that when the local stations close down they switch over to interstate broadcasts.

Robert Moore, popular singing compere of "No Foolin'," heard from National stations in S.A., and who has also taken feature spots in "Spotlight" on National relay, has joined 5KA as an announcer and compere. For six years, from 1940 on, he was in the Army and in the last 18 months of service in an Army Entertainment Unit. Robert Moore is a South Australian, and in addition to A.B.C. has been heard on other Adelaide stations.

After spending the past two years in Adelaide as musical director of the Radio Division of Webb-Roberts McClelland Pty. Ltd., Mr. Evald Tondi, well-known in Adelaide radio circles, announces that he will return to Sydney on August 23 to take a position in his father's business. Mr. Tondi is best known for the important part he played in the production of such shows as "Stars of Industry" (5AD and 5DN) "I've Got a Note" and "What's the Odds?" (5AD) and "Suprem Hour" (5KA). Managing Director of Webb-Roberts McClelland Pty. Ltd., Mr. Maurice McClelland, has announced that Mr. Dick Crees, formerly of N. V. Nixon & Co. (Melbourne) will take over the production side of the Radio Division and clarinetist Alf Holyoak will handle musical arrangement.

Station 5AD celebrated its 16th year of broadcasting on Friday, August 2. The station was originally declared open by the then Attorney-General (Hon. W. J. Denny) in the absence of the Premier. Original members of the staff were the late Mr. A. L. Holtze (manager), Mr. Walter Denby (advertising manager), Messrs. J. Burgess and H. Tideman (announcers), T. Ashwin (control operator), B. Maddocks (assistant) and Miss Edwards (office). Miss Edwards, who is still with the station, recalled some of the experiences that took place in those days. "We had no big record library in those days," said Miss Edwards, "instead, we went to local distributors and borrowed records for programs. For other musical programs there was a planola in the studio and the announcer had to play it with a microphone adjusted nearby." Added interest was given to the State Quiz Championship in geography from 5AD on Friday, August 8, by the appearance of Mr. J. Ross, winner of the State History Quiz.

From our Staff Correspondents

Queensland

Rymola Radio & Electrical Pty. Ltd., Petrie Bight, Queen Street, are sponsoring "Crooners' Corner" on 4BK/4AK Sundays through Campbell Advertising. Time channel is 12 to 12.30 p.m., and contract is for 52 weeks.

Although no official information has been yet released regarding the wavelength the Labor Party station in Queensland will use, the transmitter will be situated at Tingalpa, and the station's call-sign will be 4KQ.

Mr. R. S. Maynard, principal of R. S. Maynard Advertising, Sydney, visited Brisbane for the Royal National Show in connection with the Australian Wool Board.

J. Josephson & Sons Pty. Ltd., Roma St., Brisbane (clothing warehousemen) have contracted through Noble-Bartlett Advertising for 4 x 50 word announcements during 4BC's Saturday afternoon race broadcast for 12 months. Other Noble-Bartlett clients to use this medium are Jennings Rubber Company, and Holt's electric shop.

Wallace Bishop & Son, Queensland's largest manufacturing jewellers, who use the three Brisbane radio stations extensively, have bought the entire description of the Queensland Tennis Championships on 4BC, through Noble-Bartlett Advertising.

Queensland Institute of Public Affairs have contracted for 100 word scatters on 13 Queensland radio stations, through Noble-Bartlett Advertising.

H. T. Hooper & Co., foodstuff and soap manufacturers, of Ipswich, have commenced direct announcement campaign, using the new 4BC/SB sporting session as the vehicle. Contract covering these announcements is for 12 months, with plans for extension of number of announcements used, and is placed through Littleton-Harvey-Simmins agency.

Western Australia

Now recovered from having her tonsils removed "June" (June Gardiner) has returned to the mike at 6PR-TZ.

Keith Jackson has been warmly welcomed back to the announcing staff of 6PR-TZ. Having enlisted in the Army in 1941, and spent the best part of 2 years in the Islands, Keith finds home a pretty good spot.

It's good to hear Ron Gledhill back on the air once more. Ron, who is one of the brightest announcers at 6IX-WB-MD, has been on the sick list for some weeks.

Victoria

The "Problem Club" broadcast six nights a week at 7-8 p.m. over 3BA Ballarat recently recorded its 4th birthday. Session covers only five minutes, but averages five or six problems each night. There have already been over 7000 problems dealt with. The program is sponsored by Ballarat Brewing Company.

Former chief announcer at 3GL, Charles Ellis, is now back in civvies after 4½ years' Army service. Before he was discharged, Charles was O.C. of the Army experimental station 9AM. At present Charles is doing freelance work in Melbourne.



Following a recent broadcast of "Youth Speaks" from the Macquarie Network, the Minister for Information and Immigration, Mr. A. A. Calwell, who gave the address in reply to the discussion entitled "Is Australia's National Inferiority Complex Justified," chats with one of the youthful speakers, Miss Jill Crighton.

HONOR FOR MR. D. McVEY

The University of Melbourne recently awarded the Kernot Memorial Medal for 1945 to Mr. D. McVey, managing director of Standard Telephones and Cables Pty. Ltd.



Mr. D. McVey
Managing
Director
S.T.C.

The Kernot Medal is not necessarily awarded annually, but only on occasions of outstanding merit. It is awarded for distinguished engineering achievement, and that achievement which is placed first in order of merit by the three assessors appointed by the Faculty of Engineering.

Mr. McVey's engineering career was spent almost entirely within the Commonwealth public service in the Postmaster - General's Department. During the war he became Director-General of Civil Aviation and of Aircraft Production, and chairman of the Radio-Physics Advisory Board and of the Radio Research Board.

Populate—Advertise Australia, Melbourne Lord Mayor Tells Ad. Men

The Lord Mayor of Melbourne (Councillor R. Connelly) was the guest speaker at the Victorian Institute of Advertising luncheon held at the Victoria Palace on August 8. Mr. Ron Ansell acted as Chairman in the absence of Bruce Bellamy.

Cr. Connelly said that although he knew nothing of advertising soap, he knew that Australia had been badly

let down by her lack of advertising overseas. Propaganda of different countries inspired one to travel to those countries. He went on to comment that there was no country in the world as rich in everything as Australia, but unfortunately we didn't realize what we have, or do much about it. Some day this country would be invaded by people who would work

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

MEADOWBANK (SYDNEY) N.S.W.

THE RADIO SPECIALISTS

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

MEADOWBANK (SYDNEY) N.S.W.

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.

not for 44 hours per week, but 60 hours. If we didn't permit people to migrate here we would not deserve to keep this country.

"We have facilities here to meet the national debt, but we need the population," Cr. Connelly declared.

"We learned a lesson during the war, but were fortunate in having the Americans here using Australia as a base. Next time America might not be interested.

"We need twenty million people. We of the East Coast are sitting snugly with all our assets built on this coast and we are governed by State boundaries. If the Japs had landed here they would not have been interested in our State boundaries.

"Our big factories are here on the East coast—the West is open to the world. This country should be one big unit. We must populate our country, spread our industries all over Australia and advertise this wonderful country of ours as much as possible."

BREIF CLUB GOLFO

The BREIF Club of Sydney is scheduled to hold its monthly golfo at Bonnie Doone Golf Course to-day, August 22. Trophies will be awarded to the winners of four ball v. par, all grades; individual par, both A and B grades; visitors' trophy, individual par, all grades.

The BREIF Club has sent to all its members a golf registration form asking those who wish to receive golf notices and play regularly to register their particulars so as to avoid sending out notices to people who are not interested in playing regular golf. BREIF Club members are asked to cooperate in sending in the registration form to Eric Gray, Chairman, Sports Committee, 97 Clarence St., Sydney.

A Chimp off the Old Block

An interesting "stunt" broadcast by 3DB-LK tied-in with local newspaper created interest in the baby chimpanzee at the Melbourne Zoo recently. The chimp, the only one to be successfully reared in captivity in Australia, was named at a ceremony conducted by Clem Dawe, Eric Pearce and Jean Lawson in a cage-side broadcast from 3DB-LK on Sunday afternoon, August 11, at 2.30 p.m.

To the accompaniment of noisy interruptions from the proud father and under the suspicious eye of the chimp's mother, "Josephine," the naming was celebrated in milk in the presence of a large crowd which was attracted to the Zoo by the event.

BROADCASTING BUSINESS

2UE SYDNEY

Auto Auctions—5 x 25 words every ASB meeting—12 months.
Ahley's (renewal)—104 x 30 mins.—Wednesdays 8 p.m. and Thursdays 7 a.m.—Australia's Choice—12 months.
S. R. Buttle—364 x 25 words—7 x 25 each ASB 12 months.
Dick Freeman's Dance—104 x 50 words—12 months.
Lee Bros.—52 x 30 mins., Thursdays 8 p.m., "Highlights of Harmony" (renewal), 12 months.
Vincenzo Chemical Co.—52 x 25 words—Sunday evening, 12 months. Additional to present contract.
Ronald Foster (renewal)—676 x 100 words—156 x 10 mins. Romance of Melody—12 months. Dry Cleaners.
Phyllis Bates (renewal)—260 x 15 mins. at staggered times between 7 and 7.45 a.m.—"Music Maestro," 12 months. Dancing studios.
J. W. Wedderburn (manufacturing bacon) 156 x 50 words, 12 months in breakfast session.
Clifford Love & Co.—26 x 30 mins. Morning Teasers, 6 months—Wednesdays, 6.30 a.m. "Uncle Toby's Custard Powder."
Nick Winter (butcher, 404 George Street, City)—26 x 100 words, 6½ weeks.
Amcos—104 anns.—52 x 50, 52 x 25—breakfast and afternoon, 16 weeks. Advertising Seidal Hair Lacquer, Macassar Oil.
R.A.A.F. Association—52 x 15 mins. Sundays 10 a.m., 12 months.
David Jones Ltd.—312 x 10 mins. Mon. to Sat. breakfast, 8 p.m., 12 months.

2GN GOULBURN

E. G. Clayton, Queanbeyan chemist, announcements, breakfast.
P. L. and K. W. O'Mara (saddlers) spot announcements 52 weeks, breakfast Hill-billy Parade.

2GB SYDNEY

Morley Johnson Ltd. (Evans Advt.) announcements pref. times, Mon., Wed. and Friday mornings.
World Agencies (Hansen-Rubensohn) pref. announcements, breakfast, Mon. to Sat. inclusive.
McNiven Bros. Ltd. (W. T. McClelland) Pref. announcements, breakfast, Mon. to Thursday.
Gartrell White (O'Brien Publicity) announcements women's, Monday to Saturday.
Aust. Chemists Alliance Pty. Ltd. (Trans Radio) announcements midday, Macquarie Newsreel.
Affiliate of Drug Houses of Aust. (Trans Radio) revival "Hillbilly Roundup," Sat., 9.30 p.m.
Sanders Chemical Co. (Paton) pref. announcements, evening, Mon. to Friday.
A. Greig Pty. Ltd. (Hawkins) pref. announcements breakfast Tues. Thurs. and Friday.
Mauri Bros. and Thomson Ltd. (A. W. White) announcements, day.
Madame Hurley Pty. Ltd. (J. Malone) announcements women's, Tues. to Friday.
Foley Bros. Pty. Ltd. (O'Brien Pub.) slogans, breakfast, Mon. to Sat.
Berlei Ltd. (Warwick) pref. announcements women's Mon. and Thurs.
Sydney County Council (Hansen-Rubensohn) renewal sponsored session Friday-luncheon.

6IX-WB-MD

The Stewart Tailoring Co, renewal weekly 10 minute, night.
"Coralea" (Baby Wear) 50 word daytime.
W.A. Apothecaries Co. Ltd. (chemists) renewal, tri-weekly ¼ hrs. day.
W.A. Division Liberal Party (through A. J. Williams Advertising) 25 words and 1 minute announcements, breakfast, day, night.
Pope and Aylet (butchers) breakfast 100 words—6IX-WB-MD, afternoon 100 words 6IX.
W.A. Freedom League—nightly 5 minute talks.
Home Furnishing Co.—100 word, night.
Boans Ltd. (departmental store)—50 and 100 word announcements.
Clifford Love & Co. Ltd. (through Arthur Smyth)—renewal tri-weekly 15 minutes, day.
Clinton Williams (Goldberg) 50 words, in conjunction racing descriptions.
Phipson & Co. Pty. Ltd. (George Patterson Pty. Ltd.) 100 word announcements, breakfast.
Official Australian Labor Party (Hansen Rubensohn) 100 words, breakfast, 1 minute, night, and 3 minute talks.
Fisher & Co. (J. B. Percival) 100 words 6IX, afternoon.
Pick-Me-Up Condiment Co. (Weston Co.) 100 words 6IX, afternoon.

3UZ MELBOURNE

Pink Pages Advertising (O'Brien Publicity) 50 word announcements, breakfast, 5 months.
Motorite Equipment (Paton) 100 words, Pen's session, 10 months.
Dunlop Rubber (Goldberg) 1 minute announcements, evening, 52 weeks.
Glaciarium Ltd. 15 mins. Sunday evenings, "Ballad Memories," 52 weeks.
Norman S. Morgan (Paton) 50 word announcements Pen's session, 1 month.

RESPONSE BY LISTENERS

On a recent Sunday, a call was received at 4WK at 8.30 a.m. from the Fire Brigade, with a request to call for volunteers to fight a grass fire, then threatening stock and property some miles out of Warwick. Within an hour of the first announcement, over 100 persons had volunteered and the Station was advised that no more men would be required until 1 p.m., when approximately 40 for relief would be required. This announcement was made shortly after 12 noon and the quota of fire fighters was readily forthcoming.

Although much damage to pasture lands resulted, no loss of stock, building or plant was suffered by the owners of the property on which the fire raged.

Owners of the property subsequently inserted an advertisement of appreciation in the local press in which 4WK was specially mentioned.

Effective Monday, Sept. 2, Victorian Rennett Manufacturing Co. have reboked quarter hours for 26 weeks with 3KZ Mondays and Wednesdays 11-11.15 a.m. and Tuesdays and Thursdays, 4.15-4.30 p.m.

Shefte College of Modern Piano Playing, Melbourne, have renewed their contract with 3AW for 52 weeks effective August 14 for Wednesdays and Fridays, 3.15 p.m.

Pond & Pond, of Sydney, are sponsoring Classical Gems, featuring popular classics on 2SM, Sundays 10 a.m.

After 12 months' sponsorship of a quarter-hour channel on 2UW's Sunday morning program, the Ron Doyle Dance Studios arranged last week for an extension to 30 minutes each Sunday, under the title of "Dancing with the Maestros."

"CAN YOU TAKE IT?"
ASKED DYER FOR
THE LAST TIME



He was addressing the photographer who came to catch this group on stage after the curtain was rung down on the Kitchen's feature "Can You Take It?" at 2UW Theatre, August 5. Front row: L. W. Stevenson, advertising manager, J. Kitchen & Sons Pty. Ltd.; Monte Richardson, who will have a 20-piece orchestra in Kitchen's new "Persil Show"; Mr. G. H. Rushworth, chairman Levers Associated Enterprises Pty. Ltd.; and Bob Dyer. Back row: Mr. L. A. Davis, managing director, Lintas Pty. Ltd.; Gordon Bell, Lintas agency; Mr. T. Addis, managing director of Kitchen's; Mr. L. M. Novissimo, director Lintas, and Mr. Frank Marden, general manager, 2UW.

stances where the public does not know what it wants until it sees it and hears it—but once having made up its mind, there is nothing you can do about it. The greatest entrepreneurs in the world, the Charles B. Cochrans and the Phineas T. Barnums have devoted their lives to finding out what the people like to see and hear best. Those men, not the professors of literature, nor the leaders of a reform group are the showmen, producers—call them what you like—in whose judgment reliance can be placed.

"I would like to quote here the remarks of one of America's foremost authorities on broadcasting. This man, a lecturer at the Chicago University, and more recently an executive of the

Columbia Broadcasting System and N.W. Ayer says in his book:

"The great mass of mankind is not congenitally appreciative. The average person is not discriminating—good things bore him or they embarrass him because he cannot comprehend them. It is quite apparent that the listener cannot grow into a preferred acceptance of excellence without a corresponding growth in himself; this kind of growth happens, usually, from application and study. Few of us are sufficiently searching and critical to discover for ourselves those things of enduring value. Max Wiley goes on to say: 'This is not offered in defence of any particular phase of commercial

broadcasting programs: no defence is necessary. I merely emphasize the point that is being overlooked by those people who are privileged to criticise radio. In all dealings with broadcasting from the viewpoint of producer, artist or armchair critic, the yardstick of measurement is the listener—and it takes a showman to understand the listener.'

"When I look back at the production of commercial radio programs when I entered commercial broadcasting in 1930, the development over sixteen years has been rapid. In those days, radio advertising consisted of announcements between records and a 'sponsored' session was a series of four records with some unusually large announcements in between. It was obvious that very few advertising executives had the remotest understanding of broadcasting as a publicity medium. The object was to say just as much as you possibly could about your product in any given space of time and play some music in what time was left. From this era rose the expression, 'you will now hear a little Salon music among the dinner advertisements.'

Mr. Chapman went on to relate how the introduction of American transcriptions proved the first move towards properly sponsored programs as distinct from sessions made up of records. The lesson learned from them was that in those early days listeners above all else, preferred drama. He described the building of some of the earlier Australian musical features and dramatic serials, the Shell Show, and finally delved into the 1001 details of actual production, technical and artistic, which go to make up the finished product as it emits from the listener's loudspeakers.

Space unfortunately cannot be found here to cover such a comprehensive lecture, with all its instructive detail, but here is one last quote from Mr. Chapman:

"There are many hundreds of thousands of people living to-day who 15 years ago knew nothing of Chopin, Mozart, Alexander Graham Bell, Sir Stamford Raffles, or the Count of Monte Cristo. They were unfortunately in missing that part of their educational background or they were too lazy in subsequent life to educate themselves in such things. Radio provided them with a background of culture that very few of them recognise as such, and that remarkably few intelligent people will recognise or admit to-day. If the London 'Times' is anywhere near the truth, and here I quote: 'Broadcasting has taught the masses more of the classics, more of music and more of history than most of them ever learnt at school. No lesser part has been played by the moving picture industry.'

PROGRAM BUSINESS . . .

Civvy Street and the Ex-Serviceman

The Australian Legion of Ex-Servicemen, with the co-operation of Pond & Pond, in an earnest endeavour to present the problems confronting ex-servicemen, are now conducting 'Civvy Street,' broadcast from 2SM Saturdays 6.30 p.m. The show includes dramatisations of rackets in which servicemen are victimised, interviews with servicemen on their needs, and their successes. Ex-servicemen give the entertainment. John Ryan produces the show, and Phil MacMahon scripts.

Celebrity Line-up in "Surprise" Session

Margaret Kirkby and Brian Newman have been providing listeners lately with many interesting highlights daily at 4.30 p.m. from 2UE. They have introduced to listeners and interviewed such personalities as Ann Richards, Todd Duncan, Hector Bolitho, Lt. Col. Manekshaw of the Indian Army and Dorothy Broomham.

Miss Broomham was particularly helpful to women listeners in that the advice she gave had the seal of her six years' experience designing frocks for the British film studios. Evidence of her work is seen in current British films in the gowns worn by Ann Todd and Phyllis Calvert.

A HAPPY PARTING!



Bob Dyer put on a little private entertainment for his former sponsors, J. Kitchen & Sons Pty. Ltd., at the 2UW Theatre after the final broadcast of "Can You Take It?" Here he is with Frank Marden, 2UW general manager; Messrs. G. H. Rushworth, chairman of directors, Levers Associated Enterprises Pty. Ltd.; H. C. Nankervis, sales director, J. Kitchen & Sons Pty. Ltd., and T. Addis, managing director, J. Kitchen & Sons Pty. Ltd.

Tim the Toyman

Following the conclusion of the children's serial, "The Kingdom of Alana," Tim the Toyman will sponsor a new feature, "Tales of Tim the Toyman," on 3UZ Sundays at 6.15 p.m. Each quarter-hour session will feature well known fables and fairy tales.

Social Amenities League Interviews

Interviews with much travelled personalities, under the sponsorship of the Social Amenities League, are a series of interesting and informative broadcasts from 2SM, Fridays 7.45 p.m. The account is handled by Goldberg's Agency.

"Ballads of Beauty"

"Ballads of Beauty" is the title of a half-hour session sponsored by Grace Bros. Pty. Ltd. on 2SM Mondays at 8 p.m. Show features ballads all remember, and are rendered by artists whose names are household words throughout the world.

"Last of Hillbillies" Short Return

To fill in the six weeks period prior to the starting of Bob Dyer's new half-hour Atlantic Show on Saturday nights (timed to commence on September 28), 2UW arranged last week for the comedian to present his well-known quarter-hour, "The Last of the Hillbillies," at 7.15 p.m. Saturdays.

The sponsor is Stack and Co. Pty. Ltd., Chevrolet and Pontiac distributors, and the business was placed through the L. V. Bartlett Agency.

"Story" of Napoleon

A new departure in radio storytelling was adopted by 2UW in the production of "The Story of Napoleon" for the presentation in the women's session three mornings weekly on behalf of McDowell's Ltd., well-known Sydney retail house. The story is told by John Barnes in narrative form, with the atmosphere of the time and situation maintained by carefully selected background effects and incidental music. The script, which tells the many-sided stories of Napoleon in 26 quarter-hour episodes, was written by Pat G. Burke. Trans-Radio agency handles the account.

More Audience Participation

Clifford Love & Co. have contracted for six months with 2UE for a weekly half-hour audience participation show Wednesdays 10.30—11 a.m. Session is titled "Morning Teasers," and is conducted by Colina Lynam assisted by pianist Frank Scott. To publicise their Uncle Toby's Custard Powder, the sponsors are offering each week prizes to the value of £5 for audience and listener quizzes. Audiences are made up of groups of women from charitable organisations.



BREIF CLUB BALL WENTWORTH HOTEL BALLROOM

THURSDAY, SEPTEMBER 26,
9 p.m. to 1 a.m.
Subscription, £1/1/- Dress opt.

In aid of Sydney Legacy
First post-war function of the
Broadcasting, Radio and Elec-
trical Industries Functions'
Club of Sydney.

Further particulars from:
MAIN COMMITTEE: E. Dare,
BX1889; J. R. Enemark,
BX2422; O. F. Mingay,
FA7054; A. R. Allen, LM4455;
W. J. O'Brien, LA3688.

RADIO SUB-COMMITTEE: G.
K. Herring, MU1411; A. P.
Hosking, BO522; A. E. True-
bridge, LM4455; T. Mat-
thews, BW7485.

ELECTRICAL SUB-COMMIT-
TEE: J. Taylor, BW2261; E.
Gray, BX2377; A. N. White,
BX2377.

BROADCASTING SUB-COM-
MITTEE: J. Ridley, BW1428;
F. Levy, M6686; A. L. Finn,
BW6251.

Or the Hon. Secretary, Box
1193, G.P.O., Sydney, or phone
B5407 or BX2422.

BE THERE

4LG sells to CENTRAL QUEENSLAND

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

4LG CENTRAL QUEENSLAND

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

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



★ Feature: "20th CENTURY HITS IN CHORUS"
Featuring the Dan Hardy Serenaders

★ Sponsor: KINGS MUSIC HOUSE
77-81 Queen St., Brisbane

★ Station: 4BK-4AK
Quarter-hour 7.45—8.00 p.m. Fridays

If the product is marketed in Queensland, our thirty
years' experience of Qld. territory and media could
be invaluable to Southern advertisers and their agents.

ACCREDITED AGENTS FOR PRESS, RADIO, THEATRE SCREENS, OUTDOOR PRODUCTION.
JOHNSTON JONES ADVERTISING
EXTON HOUSE, QUEEN ST., BRISBANE

"TOWN MEETING" FROM U.S. SHOULD FIT AUSTRALIAN VIEWS

It is not always easy to find an American program which can fit without adaptation so easily into the Australian way of thought as that which has recently commenced on 3KZ Melbourne, Saturday nights. It is the "American Town Meeting of the Air," locally titled just "Town Meeting."

These are re-broadcasts of actual public meetings held in New York Town Hall which are broadcast in America over a network of 202 stations and have been a popular radio feature in U.S.A. for over three years.

It is the first double winner of the George Foster Peabody Award in Radio, which is comparable with the Pulitzer Prize. The subject of the opening session on August 3 was "Are Parents or Society responsible for Juvenile Crime?" Speakers included Father Flannagan, founder of Boys' Town, Dorothy Thompson, columnist, and the Hon. Tom Clark, Attorney General.

The audience at question time asked—and were answered frankly—questions which are in the minds of all thinking Australians, for though the program had its origin in America, Australia has to face similar problems to-day.

Station 3KZ have arranged these re-broadcasts from the American Tran-

scriptions to give Australians the opportunity to hear how the average American is reacting to such questions of national importance, for many Australians have listened regularly to these broadcasts direct from America, on topical subjects debated by leaders in American public affairs, business and culture.

The second of the series—which was broadcast from 3KZ on Saturday, August 10, was entitled "What Must We Do to Help Feed Europe." Speakers included the Secretary for Commerce, Henry A. Wallace, Congressman A. L. Miller, and A. J. Heinz.

Other subjects to be heard will be: "Are we losing our Religion?"; "Should we support the establishment of a Jewish State in Palestine now?"; "Can we find a substitute for a strike?"; "What must we do to de-magnify the German people?"; "Should Colonial Empires be liquidated?"; "Can we have higher wages without higher prices?" and many more similarly universal subjects.

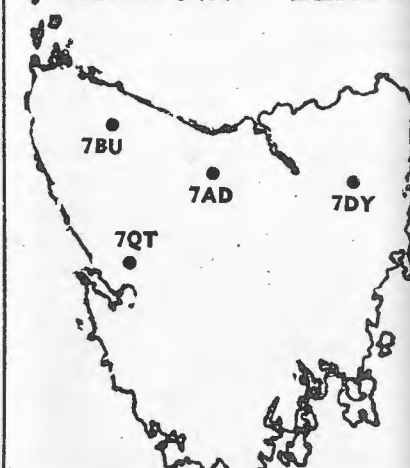
Five members of the 2KY staff have recently suffered from ills and spills, but Sid Witt declared last week that those left on deck had managed to keep the flag flying pretty well. Bill McColl, announcer, broke his leg in a fall playing football; Roy James has been laid up from effects of 1914-18 war injuries; Eric Walker has been battling with flu, while news commentator Sid Jordan suffered a bout of boils. Not to be left out of anything, telephonist Esme contracted scarlet fever.

Putting His Finger On It

At last week's 21 Club luncheon a very good story was told by Rick Barnes, ex-Capt., A.I.F., about the old "retreads," in other words, "the old and bold." A brigadier was visiting an Army camp where Rick was stationed before being demobilised. A company of old diggers was doing the permanent duties of the camp, and therefore doing the job of guard. The brigadier commented: "Are you satisfied with these old retreads you have around this camp?" Rick said: "Yes, sir. Why?" The brigadier said: "Well, why does the sentry salute with only one finger?" Rick said he didn't know but he'd inquire. So he called the orderly officer and duly despatched the worthy subaltern to find out. He got quite a kick out of telling the brigadier: "You know the sentry only saluting with one finger, sir?" The brigadier said: "Yes." Rick said: "He only has one finger!"

TASMANIAN COASTAL NETWORK.

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



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

COURTESY CAMPAIGN LAUNCHED IN MELBOURNE Commercial Station's Initiative Applauded

Melbourne City Council, and most of the leading educational and social organisations in Melbourne have got right behind the unusual campaign launched by Station 3AW on August 6, designed to instil ideals and practices of courtesy into the younger listeners—and perhaps the older ones, too. Move arises out of discussions at last AFCBS Convention when stations agreed there was a need for such contribution towards improving the public's sense of courtesy.

The Courtesy Campaign was opened by the Lord Mayor of Melbourne (Cr. Connelly) on August 6, at a meeting held in the Melbourne Town Hall, when acknowledgment was made to Mr. John T. Taylor, general manager of 3AW, and "Sally" (Mrs. Millar) of Junior 3AW, for their foresight in endeavouring to instil in the minds of the youth of to-day the need for courtesy in our midst.

Representatives of municipal councils, youth movements, schools, the Y.M.C.A., the University, the Housewives' Association, the National Safety Council and the Royal Automobile Club were among delegates who pledged support for the campaign.

Cr. Connelly pointed out that the average Australian is too inclined to be lax in this matter of courtesy, and said that, in furthering the cause, "Sally" has started something which would probably be an inspiration throughout Australia, and he wished the campaign every success.

Mr. Taylor thanked the Lord Mayor sincerely for his remarks, and pre-facing his introduction of "Sally" to the assembled company, said he would like to emphasise the fact that the Courtesy Campaign had nothing whatever to do with the commercial side of the station. The meeting had been called so that the ideas of all present could be incorporated in the proposed campaign. Mrs. Millar read letters of regret for their inability to be present from the Premier, the Hon. John Cain, M.L.A.; the Hon. Francis Field, Minister for Education; Mr. Justice Lowe, Chancellor, Melbourne University; the Mayor of Mordialloc, Mr. H. C. Edwards, and the Mayor of Essendon, Mr. G. W. Tait, all of whom fully endorsed the ideals of the Campaign.



Kevin Reid, President of 3AW Junior Council, Mrs. Miller (Sally), Graham Evans, Secretary 3AW Junior Council, John T. Taylor, General Manager, 3AW, at opening of Junior 3AW Courtesy Campaign.

Mrs. Millar said that the call was going forth to the young people to set an example to the adults in the matter of courtesy and good manners, and an Australia-wide campaign was envisaged.

Mr. A. F. Collocott, President of the National Safety Council, whose whole-hearted support of the campaign was endorsed by Mr. Forbes, Secretary of the National Safety Council, who contended that road courtesy was a key to road safety.

Mr. Osborne, of the Education Department, said that as far as the policy of his Department would permit, they would co-operate fully with 3AW in the development of courteous habits—not only in the rising generation, but throughout the whole community.

Dr. Scholes, National Fitness Council, said he was also Secretary of a body which represented 40 odd youth organisations. He maintained that any facility of the National Fitness Council was at the disposal of "Sally," and she would have its wholehearted support in any ideas and propaganda put forward.

Mr. Taylor, as manager of 3AW, said he was prepared to allow this Campaign to extend to all the country centres as well as Melbourne and its suburbs, and hoped that eventually it would become nation-wide. He stated that at the last meeting of the Australian Federation of Commercial Broadcasting Stations the subject was discussed generally. It was decided

that all Stations would adopt the idea of the Courtesy Campaign individually. (For instance, 3KZ had started the Campaign in a different way. It was designed as a "Safety First" Movement for children.)

An interesting shield badge is to be given to all Junior 3AW listeners who promise to do one good courtesy deed per day. Playlets, incorporating the moral obligation of courtesy, are enacted by juniors, and a courtesy slogan goes out every day from Junior 3AW, following the playing of the Courtesy Song, which was specially discd. This recording of the theme song was composed by "Sally" and the record will be for sale commercially through Columbia. It will be adopted by many Victorian schools.

BREIF CLUB

A. F. O. Brown Memorial Trophy

The BREIF Club golf committee is particularly pleased to acknowledge the offer from Mr. Mac Jones, of E.R.D.A., to denote an A. F. O. Brown Memorial Trophy to the BREIF Club golf match. The exact form of the competition to be decided later. The idea is that the winner will hold the main trophy for a period of one year, and that a replica will be given annually.

The offer of a rose bowl for a trophy from Mr. Tom Ross, of Crown Crystal, was acknowledged with thanks.

The Selling Power in the Buying Market



With its effective coverage of Queensland's No. 1 Rural market and abundant secondary industries of central coastal Queensland, 4BU is your Sales Medium to this Buying Market.

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network

Representatives: Sydney—Macquarie Network.
Melbourne—Macquarie Network.

AROUND THE WORLD IN RADIO

Canadian Broadcasters will pay for music copyright use this year a total of \$161,319, according to a ruling of the Canadian Copyright Appeal Board. The Board at first planned to recommend a thorough inquiry into the entire copyright field but "decided not to make such a recommendation this year but to explore other possibilities of finding a solution to some of the difficult problems," it states in its report to the Canadian Secretary of State.

The Board ruled that the wartime rates of 8 cents per licensed receiver should be paid to the Composers, Authors & Publishers Association of Canada (CAPAC), and one per cent per licensed receiver should go to BMI Canada Ltd.

This brings the fees to CAPAC to \$140,728 and to BMI Canada to \$17,591, both a little less than last year due to a drop in licensed receivers because of wartime stoppage in production. The 1945 fees were \$141,672 to CAPAC and \$17,709 to BMI Canada. In addition Canadian Broadcasting Corp. is to pay \$3,000 to CAPAC for its international shortwave broadcasts.

The Canadian Copyright Appeal Board recommends a thorough study of copyright legislation in Canada, and changing the annual tariff review system to a periodic tariff review, along with an examination of copyright situation.

Liberty magazine have cancelled their sponsorship of Fiorello La Guardia's (ex-Mayor of New York) Sunday commentaries. Reason quoted is that Mr. La Guardia has become "too controversial" and that public interest in his broadcasts had lately waned. There was reason to believe, however, that the second charge by the magazine was ill-founded. Mr. La Guardia's latest Hooper rating was 6.2, a measurable improvement over his previous score of 5.3. In the same period that his rating increased those of most other commentators declined considerably. The former mayor's Sunday news commentary on WJZ New York for June Dairy Products Co. is not affected by the ruckus with Liberty.

The "New York Times" says plans have been completed for the construction of a 60,000,000 dol. "teletivity" on a so far undisclosed 1,000-acre site in metropolitan New York.

The area will be occupied as a television and motion picture production centre by radio and television stations, national advertisers and advertising agencies and independent film producers.

The centre will contain 24 large film studios with complete facilities including a staff of producers, directors, writers and technicians for organisations requiring them.

A writer in the Soviet periodical "New Times" charges that the Encyclopedia Britannica should stop crediting Marconi and a German with the invention of radio. Instead, he says, credit belongs to one Alexander Papor, a Russian physicist who died in 1905, and who demonstrated the first radio receiver at Kronstadt fortress near St. Petersburg, now Leningrad, on May 1, 1895.

From reports we have to hand, a new concern under the title of Audience Surveys Inc., has been formed in New York. The aim of this organisation is to compile statistics and make analysis of emotional responses of radio and television audiences.

John F. Royal, N.B.C. vice-president, in charge of television, when addressing a meeting of the National Association of Manufacturers of Philadelphia, said that television may well become the greatest single democratising agent since the invention of printing. Because television will enable many people to observe the same event at the same time, television will build a consciousness of equality and a community of interest, said Mr. Royal. Describing the current issue of colour television versus black-and-white as a "red-herring" subject, Mr. Royal characterised as "absurd," statements by colour television proponents that the public would wait "indefinitely" for colour.

Charging CBS with a "campaign of irrelevancies and falsehoods designed only to confuse the American

people" Joseph Gerl, president of Sonora Radio and Television Corp. severely criticised the network for its campaign favouring the immediate introduction of colour television.

Speaking before the South Bend (Ind.) Chamber of Commerce he concluded: "How well CBS will succeed in the future, however, depends on how quickly the public grasps the fact that colour television—like television motion pictures—will not be a practical development until we have had black-and-white pictures for a number of years."

21 CLUB LECTURES

The fourth of the series of six addresses on the operation of commercial radio was delivered on Monday evening, August 19, at 2GZ studios. This address was on the value of radio as an advertising medium, which was prepared by Mr. Francis Levy, sales manager of 2UW. Mr. Levy was unfortunately indisposed and his paper was read by Mr. Fred Thompson.

You are reminded that the details of the fifth and sixth addresses are as follows: September 2, "The Functions and Operations of the Advertising Agency," by R. A. Walters, of Willmott's; September 16, "The Buying of Radio Time," by T. R. Carruthers of J. Walter Thompson.

A few seats at these last two addresses are available on application to the Hon. Secretary of the 21 Club, F. B. Haines, B5370, Sydney.

QUEENSLAND NEWS

Rockman's (Bris.) Pty. Ltd. have renewed their quarter-hour musical "Modes and Melodies" broadcast from 4BC 9.45 to 10 a.m. Sundays for 52 weeks in conjunction with their 50-word and 100-word scatter campaign. The Maryborough branch of Rockman's (Q.) Pty. Ltd. have renewed their 1-hour, 10.15 to 10.30 a.m. Tues., Weds. Thurs. on 4MB for a further 12 months while Rockman's (Qld.) Pty. Ltd., Toowoomba, are sponsoring "Lady Courageous" on 4GR. Rockman's (Qld.) Pty. Ltd. are using an extensive campaign of 25-word and 50-word scatters on 4BU to publicise the opening of their new Bundaberg showrooms. Johnston Jones Advertising Agency handling the Rockman account have also arranged for the Bundaberg branch to sponsor "Random Harvest" on 4BU in three 1-hour morning, women's sessions weekly commencing August 23.

The Grand Central Hotel is back on 4BC 4SB after absence during the war years with six sessionettes per week, one each Monday to Saturday in the station's new breakfast set-up. This advertiser is also using 50-word scatters in the Saturday sporting session. Johnston Jones Advertising is the service agency.

With big tennis in the air, and Davis Cup preparations under way, 4BC has been appointed official broadcasting station for the Q.L.T.A. Jimmy McGill, organising secretary of the Association, does a regular Friday night "spot" in addition to the descriptions from the Milton courts. He will also handle the broadcasts of hard court highlights.

The construction details of the new antenna erected on top of the Empire State Bldg., New York, for N.B.C.'s television station, WNBT, were released recently by Mr. O. B. Hanson, N.B.C. vice-president and chief engineer. The new antenna system was described by Mr. Hanson as the most advanced development ever used for television anywhere in the world. The antenna mast towers 61 feet above the pinnacle of the world's tallest building (nearly a quarter mile high). The construction was a ticklish job for N.B.C. engineers who teetered on the building's crest, which is only 9 feet in diameter, 1,250 feet above the footpaths, while assembling the system. On a single supporting mast there are three antennas radiating waves of four different frequencies. The television portion is an array of 16 elements concentrating towards the horizon the waves of picture and sound. At the pinnacle of the mast is a 228-mc television test antenna which will be used for research in the higher frequencies. The television antenna delivers high gain and permits broadbanding, which, according to Mr. Hanson, is essential for picture fidelity in the frequencies between 66 and 72 mc.

PADDISON TO TALK TO BREIF CLUB

Mr. A. C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations, who returns to Australia to-morrow (Friday 23rd) after several months study of broadcasting in America, will be guest speaker at the BREIF Club luncheon in Sydney on Monday, September 2 at Wentworth Hotel.

The BREIF Club wirelessly to Mr. Paddison abroad the Marine Falcon "somewhere near New Zealand" and on Wednesday this week received his wirelessly reply "Delighted accept invitation."

Members are urged to roll up in full force and to bring along their friends to this most interesting session.

NATIONAL STATION TO GET MORE POWER

National station 2BL will be given an increase of power from its present 7,500 kw. incident with the recently announced change of program policy of the ABC which envisages the 2BL network carrying all the "heavy" program material, leaving 2FC to deal with the light, musical variety and serial programs in an effort to compete with the commercial stations.

BRIEFLY This . . .

• Interviewed recently by J. A. Crawcour on 2SM's "Man on the Land" session broadcast daily, 12.45 p.m., were the members of the most important delegation for purchasing stock ever to leave Australia. The delegation will be leaving shortly for the United Kingdom, United States and Canada.

• Dorothy Dash, producer of Parsons Bro's. "Stars of To-morrow", believes that a little extra knowledge is never any load to carry. Consequently for the last fortnight she has been attending a course of training in the making of foundation garments at Berlei Ltd. Very proud of herself, she is, too. She won a complicated test in corset-lacing, doing the job in 2 mins. 5 secs., just 5 seconds over professional time.

• Hector Bolitho, famous biographer, when interviewed by John Dunne recently in Colgates "In Town Tonight" was asked what he thought of the behaviour of Australians, said that he wouldn't be so imprudent as to express an opinion. "I will only say this," he added, "you cannot raise a race of eagles and expect them to behave like canaries."

• An entertainment unit from 2UE visited the T.B. wards at the 113th A.G.H. recently, with Harry Yates as compere, to put on an hour show for the boys, a breezy, informal affair, enjoyed by everyone there.

• There is on the one hand a lot of publicity being given to a forthcoming Australian national quiz championship in the organisation and broadcasting of which both commercial and national stations are playing the major role, but on the other hand no publicity is being given to the motive, the sponsor (call it what you like) which will apparently only be revealed at what is considered the appropriate time. About £1,000 will go in prizes. Elimination heats have begun in all States and eventually each State will present a team of four to compete in an hour's quiz broadcast for the national championship. Winning team gets a prize of several hundred pounds.

• With the addition of 4BC-SB, 4GR, 4MB and 4RO in Queensland, and of 6PR-TZ in Western Australia, to the Macquarie Sport Relay this Saturday afternoon sport service now covers all mainland States through a total of 36 stations.

• The traffic was stopped Hunter Street, Newcastle, when Michael O'Regan, 2HD's popular morning announcer, presented the gala broadcast of "The Man in the Street" some weeks ago. The general public is quizzed on topical and interesting subjects which all go to make a very interesting and humorous broadcast. Feature, broadcast by 2HD at 11 Saturday mornings, is sponsored by the Newcastle Appliance Co.

FIVE SMART WOMEN . . . AND BOB DYER



These five smart women all play an important part in broadcast advertising. Left to right: Miss Coral Wood, business manager of 2UW; Mrs. Dyer, who does most of Bob Dyer's research work for him; Miss Olive Giles, of Lintas agency; Miss Moore, who is Mr. Dyer's secretary, and, yes, it is, Fifi Banvard.

FRANKNESS, INTIMACY SPARK SELLING POWER OF SPONSOR - KIDDING RADIO COMMERCIALS

At least one wise guy in America has solved the problem of sponsor identification (remember the Index That Nobody Knows, C.B. May 2, 1946) and in this article by W. Richard Bruner which appeared in a recent issue of PRINTERS INK the reader will see just how it is done.

Nearest approach in Australia to the same technique in presenting commercials was the work of the late Mrs. Grey who for so many years held a large spellbound audience over Sydney station 2KY. There was, however, a very big difference in Mrs. Grey's work on the air. She actually conducted a very intelligent session for listeners and there was a quite genuine display of irritation on her part each time a sponsor's commercial announcement was intruded into that period of the day when she was on the air. Rather than become infectious, her air of irritation was a source of delight to practically all, if not all, of her listeners who thereby listened more intently to the ensuing commercial announcement.

by W. Richard Bruner

The current popularity of kidding the-pants-off-the-sponsor type of radio commercial, as aired by CBS' Arthur Godfrey and WJZ's Henry Morgan, can be attributed to the frankness, intimacy and selling success of such advertising—according to Mr. Godfrey and Mr. Morgan.

Mr. Godfrey, heard daily in the early morning reading commercials for 88 different sponsors over CBS station WABC in New York and WTOP in Washington, says that the "listener likes it because it is honest and intimate, the sponsor because it sells."

A typical Godfrey commercial would go something like this: "It says here to use 'Kranks ShaveKreem.' Spelled K-r-e-e-m. How do you like that? They can't even spell cream! And listen to this. They want you to 'try the split face test.' They don't think you have anything else to do all day but go around splitting your face to test something or other."

In elaborating on this type of commercial Mr. Godfrey said that he only kids the sponsor and the fantastic attention getters dreamed up by the ad. writers, never the sponsor's product. "For instance," Godfrey added, "one of my most popular sponsors in

Washington is Zlotnick, the furrier. Every month his copy tells of a new and different fur sale such as the 'January clearance sale,' the 'February grand fur sale,' etc.

"Of course I go to town on that idea and at the end of the month when Zlotnick prepares a script reading 'only 3 days left for Zlotnick's January clearance sale,' I tell the listeners to hurry over to Zlotnick's before they find themselves in the middle of the February sale."

This type of commercial is extremely flexible, according to Mr. Godfrey. "When a sponsor contracts for a one-minute spot, he will get an announcement ranging from ten seconds to five minutes, depending upon what I feel like saying about his product at that particular moment."

Fan Letters Mention Products

"Almost all of my letters from listeners mention the name of a specific product," says Godfrey. "Some even write poems which include the names of as many sponsors or products as possible."

This type of radio commercial does produce results, for Mr. Godfrey says that his programs in the morning pay for the daily overhead of both the CBS stations over which he broad-

casts, and "the take for the remainder of the day for both stations is all gravy."

"I sell identification" is the radio commercial philosophy of Henry Morgan who is now broadcasting nightly over New York's WJZ after three years in the Army Air Forces.

It was back in 1939 when the kidding the sponsor idea was accidentally uncovered by Morgan. He was reading a straight commercial over the air one day when right in the middle of the script he decided things were just a bit dull and that he should "play around with the script a bit." Which he did.

"Kidding the sponsor-commercial is popular because it is all personalized," Mr. Morgan said. "A listener feels as though I am talking to him directly as an individual, not as just another member of a radio audience."

"And of course being frank with the listener adds to that popularity. For instance, if a script goes overboard on its product as 'the best in the world,' I sometimes explain to my listeners that I do not think it is quite that good. Put that down as being scriptorially honest."

"In addition, the intimate comments about the sponsor, such as my references to the head of Adler's Shoes as 'old man Adler,' also lend a personalized note to the commercial and the program. Such references tend to make the sponsor become a real guy to the listener, and of course the sponsor loves it. Even my fan letters refer to Mr. Adler as 'old man Adler.'"

Morgan's sponsors include the Wallach Men's Stores, Adler's Shoes, Timber men's toiletries, Berkeley Blades and Esquire Boot Polish. During a recent broadcast Mr. Morgan described Berkeley Blades in his usual style as the blades "with two edges running exactly parallel. No other blade can make that statement."

In backing up his statements that the kidding the sponsor type of commercial is popular and successful, Morgan revealed that 90% of his fan letters mention the names of specific products and sponsors and 30% say "we'll buy anything you sell."

As conclusive evidence the WJZ star offered a fan letter topped off with this sentence: "I wear a pair of Adler's shoes and shine them with Esquire boot polish; I shave with Berkeley blades and I smell from Timber toiletries."

That, according to Mr. Morgan, is selling identification.

Agency Round-up

Mr. R. L. Coleman, managing director of the J. Walter Thompson Agency, left New York on August 16 en route for London. From there he will return to Australia direct.

Leysion Publicity had the "official opening" of their remodelled offices in Temple Court on August 7, when a limited number of clients were entertained by John Best and his staff. The guests were charmed with the color scheme and layout of the suite.

The Paton Advertising Service Pty. Ltd., Melbourne, ball will be held at the Alexandra, East St. Kilda, on August 22. Mrs. Whittaker is hon. secretary, and Mr. L. Bobba hon. treasurer.

Neville Allerton has recently joined the staff of Leysion Publicity as copy writer. Prior to his army service, he was publicity manager for Tealemit (Aust.), Villiers St., North Melbourne.

Paddy Griffin, radio manager of Goldberg's, accompanied by Terry O'Brien, of Dunlop's, flew to Sydney recently on business, and they were back again within two days—in spite of the marvellous weather in the 'Arbour City!'

A recent newcomer to Goldberg's is Copy Writer Alan Hanbury, who was previously with O'Brien Publicity.

Back from a flying visit to Adelaide, Allan D. Hannam, Radio Manager of The Weston Co. Pty. Ltd., was in time to see the finishing touches applied to the remodelled suite for his broadcasting division. Eleven years ago, Westons were probably the first agency to instal a complete audition equipment with turntable, microphone, etc., for client use. Incidentally, the much-admired paintings in Hannam's office are the work of one of the agency's Directors—J. W. Maund.

W. O. Richards, Managing Director of The Weston Co. Pty. Ltd., was in close conversation with Charles Lloyd Jones, of David Jones Ltd., at the latter's cocktail party celebration for the re-opening of their Market Street Store. Maybe the broadcasting allocation of David Jones Ltd., handled by Westons, is to be increased!

Snowball Bros. (Restell Fashions) were quick to respond to an appeal for air-time to aid the R.A.A.F. Memorial Centre project. They have generously donated portion of the advertising time on both their current sessions. The theme of the appeal is the treatment and rehabilitation of neurotic sufferers of the war—without regard to the particular service. Goldbergs ad. agency handles the account.

Mr. John Humphrey, secretary of the AAAA (Federal), following the meeting in Melbourne next week of the Federal Executive of the association will fly on to Adelaide to spend a few days with South Australian agencies before returning to Sydney.

L. V. Bartlett, back from Britain last week, told a friend that cost of living in England was extraordinarily high. He nearly lost a suit he was wearing one day in Bond Street when a stranger pleaded with him to sell it off his back for 40 guineas—and it was an Australian suit!

Fame of the Four A's (Federal) must have already spread to England. It has received a letter from a Major W. E. Spurling, late RASC, enquiring for information about possibilities of a position for him in Australian advertising. He's 33 years old, served through the war, and before that spent nine years with a leading British ad. agency and a year with a commercial and documentary film producing outfit.

Mr. L. M. Novissimo, a director of Lintas Pty. Ltd., will be off to England about mid-September.

STEVEDORING COMMISSION USES RADIO TO CONTACT WORKERS

The Townsville Stevedoring Commission is very happy about a rather novel arrangement concluded recently with Station 4TO Townsville. Townsville is a large shipping port where about 4,000 Waterside Workers are employed loading and discharging ships. The men are rostered to various ships but frequently some men do not turn up. In the past, the services of a special car and driver have been utilised racing around Townsville, picking up substitute labourers and the petrol and tyre consumption, etc., has been costing the Commission a lot of money. The services of 4TO are now being used to call substitute waterside workers to the Jetty at fixed times, 8.15 a.m. and 6.15 p.m. daily.

I.R.E. FISK SCHOLARSHIP

The Institution of Radio Engineers of Australia has established a Fisk Scholarship Fund to perpetuate the name of the first president of the Institution, and of a man prominent in Australian radio circles.

Already several scholarships have been granted at the Sydney and Melbourne Technical Colleges which are the only two radio diploma courses in existence in this country.

Donations will be sought to this Fisk Scholarship Fund from anybody desirous of contributing.

The I.R.E. is also establishing a General Scholarship Fund to which contributions will be invited.

This move is to encourage greater study of the art, and to also encourage the introduction of radio courses of instruction at various technical schools and universities.

The I.R.E. Education Board consists of Messrs. S. O. Jones (chairman), D. G. Wyles, R. C. Allsop, O. F. Mingay, M. H. Stevenson, M. Tyler, J. J. Malone, A. S. McDonald and F. G. Canning.

That well-known Sydney advertising identity, Sam Maxwell, never fails to enjoy his Sunday morning golf at the Lynn Ridge at Gordon. He recently had a trip across to Perth, but unfortunately had no time for golf.

MOVIE TO BE USED FOR PROGRAM PROMOTION

The Tudor Studio at 2CH had all the appearance of a Motion picture "set" last week when cameraman Arthur Higgins shot scenes for Amalgamated Wireless (A'sia) Ltd. in the making of a sound film of the new A.W.A. production, "The All Time Hit Parade."

When edited and titled this will make an important contribution to a comprehensive documentary film planned by A.W.A. to tell the story of various branches of that organisation's activities. At the same time it will continue the story of a recently completed film, "A.W.A. and the War," in which A.W.A.'s contribution to Australia's war effort was told.

To take the air shortly, "The All Time Hit Parade," is one of the biggest musical productions yet produced in radio, featuring the song-hits and favourites of yesterday, to-day, sung and played by top line Australian vocalists and swing exponents.

The filming of this radio show was planned to give a complete picture of the production. To this end, Humphrey Bishop marshalled his cast of more than 60 artists on the set. The sound film record will afford a sponsor the opportunity of displaying the film to advertise his program.

Production proceeded throughout the day with the taking of shots of Humphrey Bishop, orchestra, artists and chorus. When editing of the film is completed copies will be forwarded to all States in order that picture-theatre-goers will be able to see the artists who will provide their radio entertainment.

This use by A.W.A. of film publicity to support a transcribed radio program is probably the first occasion in Australian broadcasting that these two major entertainment mediums have been combined for this purpose.

PATRICK-MILLER FIGHT

Prominent amongst Sydney retail advertisers for his sponsorship of the A.S.B. feature, "Spotlight on Sport," H. J. Cooney increased his radio coverage this week by linking with 2UW in the broadcast of the Patrick-Miller fight on recorded relay from 3DB-LK Melbourne.

Eric Welch will handle the round-by-round broadcast, and H. J. Cooney credits have been planned by Hawkins Advertising Pty. Ltd. to integrate closely with the rapid fire tempo of the fight itself.

Purely Personal

Genial Mr. Cliff Cooper, General Manager of F. W. Glissing Pty. Ltd., and inventor of the "Cooper Louvre," is southward bound on a holiday trip to Melbourne.

Back on deck after a spell in hospital is Mr. J. M. Torpy, Managing Director of X-Press Tyre Services Pty. Ltd. Through Hawkins, X-Press advertising, linking with garagemen, is being currently aired in Sydney.

Mr. Alf Paddison, president of the AFCBS aboard the Marine Falcon is due to arrive back in Sydney on Friday, August 23.

Mr. E. H. Stennett has been re-elected vice-president of the Victorian section of the Australian Association of National Advertisers. This is Mr. Stennett's fifth term of office as vice-president of the Association and chairman of the Melbourne council.

Having recently taken up his appointment as Advertising Manager for United Artists (A/sia) Pty. Ltd., Mr. Cas Marshall is due for a trip north very soon, to Queensland. Meanwhile his latest baby, "Spellbound," continues to break all records at the Regent. This film was extensively plugged over Sydney radio by the use of most unusual dramatised announcements through Hawkins Advertising Pty. Ltd.

When Muriel Steinbeck and Ron Randall, stars of "Smithy," visited Newcastle for the film's premiere, which was broadcast from 2HD, it was revealed that Muriel Steinbeck spent her youth in Newcastle. They were greeted on the air by Jim Story, popular manager of 2HD, and Doug Melton of the same station, who arranged the broadcast.

Mr. K. S. McWilliam, Managing Director of McWilliams Wines Pty. Ltd., last week underwent a successful operation for appendicitis and should be round and about soon. 'Tis said that a press campaign will be substituted in place of McWilliams' "The Bright Horizon," which concludes this month on 26 stations throughout New South Wales and Queensland. McWilliams Wines advertising is handled by The Weston Co. Pty. Ltd.

The broadcasting fraternity extend to Hal Percy their sincere sympathy in his recent sad bereavement. Hal's mother died early last week.



WOMAN ANNOUNCER

Required by Melbourne Commercial Station

Must be able to conduct Children's Sessions, do Story-reading and General Announcing. Apply by letter, giving details of past experience, to

"INITIATIVE," Commercial Broadcasting, 1st Floor, 96 Collins St., MELBOURNE.



Mr. Hamilton Sleigh, principal of the firm of H. C. Sleigh, marketers of Golden Fleece petroleum products, left Melbourne recently on a business trip to America and Europe. In the United States, Mr. Sleigh will study newly developed petroleum products and their application, new types of lubricating oil and motor spirit plant and equipment. He will also investigate current trends in petroleum technology. Mr. Sleigh will continue his survey in Britain, and intends visiting some of the Continental countries before returning to Australia at the end of the year.

Mr. H. E. (Bert) Beaver, manager of 2KY Sydney, is in Melbourne for three weeks' holiday. Quite a change for the genial KY manager, who throughout the war years, when he could snatch a holiday, spent it pottering around his garden.

Mr. J. A. Kerr, owner of 2BE, on one of his routine trips to Sydney, says that business is still keeping him on the go down on the N.S.W. South Coast.

Staff Changes — Moves — Appointments

Betty Raymond, popular announcer of 3KZ, will be leaving the station shortly to keep a date at the altar. The lucky man is John Clarebrough, Assistant Manager of the Adelaide Branch of Philips Electrical Industries. Betty, who has been ten years in Radio, will be married in Tasmania—her home State—and is then making her home in Adelaide.

Allan Aldous, who conducts the "Backstage" program from 3UZ Thursdays at 2.15 p.m., is well equipped to take over from Shirley Ebbett — now seriously engrossed in domestic duties. Aldous left Australia in 1935 to study fiction and play writing in London, and became well known for his plays, which were frequently broadcast over the B.B.C. His own broadcast of "Travellers' Tales" was also a popular B.B.C. session. During the blitz on London, he was appointed Superintendent of Casualty Service of Brentford, and he also organised the Brentford Civil Defence Dramatic Society to assist in maintaining civilian morale. Endeavouring to join the A.I.F. in London, he succeeded in 1943, and returned to Australia in 1944. After being transferred to Army Education, he served in New Guinea and Bougainville, organising Dramatic Groups. Since his discharge five months ago, he has written three books, one of which has been forwarded to America for publication there. Up to date, his books have been published by the Oxford University Press.

Lila Lake, of 3BA's Women's and Children's sessions, and Del Blinkhorn, lady announcer, have been on the sick list. Lila with loss of voice, and Del with appendicitis.

A radio pioneer with 20 years' commercial broadcasting to his credit, Mr. Walter Denby, of 3DB's sales staff, was tendered a farewell luncheon at the Oriental Hotel, Melbourne, by his colleagues on Friday, August 9, on the occasion of his retirement from the staff of 3DB. Brief speeches by Mr. David Worrall, manager, Mr. Roy Russell, assistant manager, Mr. Darrel Brewin, sales manager, and Mr. John Stuart, one of the station's announcing staff, paid tributes to Mr. Denby's splendid broadcasting work.

Mr. Denby began his radio career as an announcer at 5CL, Adelaide, in 1926. Later he transferred to 5AD from where he joined 3DB in the early 30's.

CLASSIFIED ADVERTISING

Advertising in the Classified section of these columns is at the rate of 3d. per word. Minimum 2/- . In bold type 6d. per word. Should enquiries be addressed to this office at Box 3765, G.P.O., Sydney, the charge for incorporation of this is at the rate of 10/- per word. Cash with order, no charge account.

POSITIONS VACANT

Leading Sydney Commercial Station requires Experienced Copywriter, male or female. Applications, stating salary required, "Copywriter," c/- "Commercial Broadcasting," Box 3765, G.P.O., Sydney.

BROADCAST ENGINEER WANTED, 2WG. Must have reasonable construction experience. Good salary and conditions. Apply in writing only to 2WG, 30 Carrington Street, Sydney.

POSITIONS WANTED

Talented copywriter and junior announcer, ex N.Z. Forces, seeks position Radio Station anywhere in Australia. Reply D.G., c/- Box 3765 G.P.O., Sydney.

CHIEF COPYWRITER RADIO

One of Australia's largest Advertising Agencies seeks a Copy Chief for its strongly established Radio Division.

The man we hope to find will have broad knowledge of radio advertising, will have considerable experience with a metropolitan broadcasting station or, preferably, radio-conscious Agency, will be capable of supervising and "editing" the work of a copy staff, and will himself be an outstanding writer. He will probably, though not necessarily, have abilities beyond these, which will enable the scope of his responsibilities to be widened immediately. The salary to be paid will be fully commensurate with ability and the responsibilities undertaken.

If you measure up, even in part, to these qualifications, your application which will be held in the strictest confidence, should give a comprehensive picture of your background. Should enclose if possible specimens of copy written, and be addressed "EXECUTIVE"

C/o Commercial Broadcasting
Box 3765, G.P.O., Sydney

Ted Furlong, recently out of the Air Force, is back at station 3BA Ballarat where he is chief announcer and public officer.

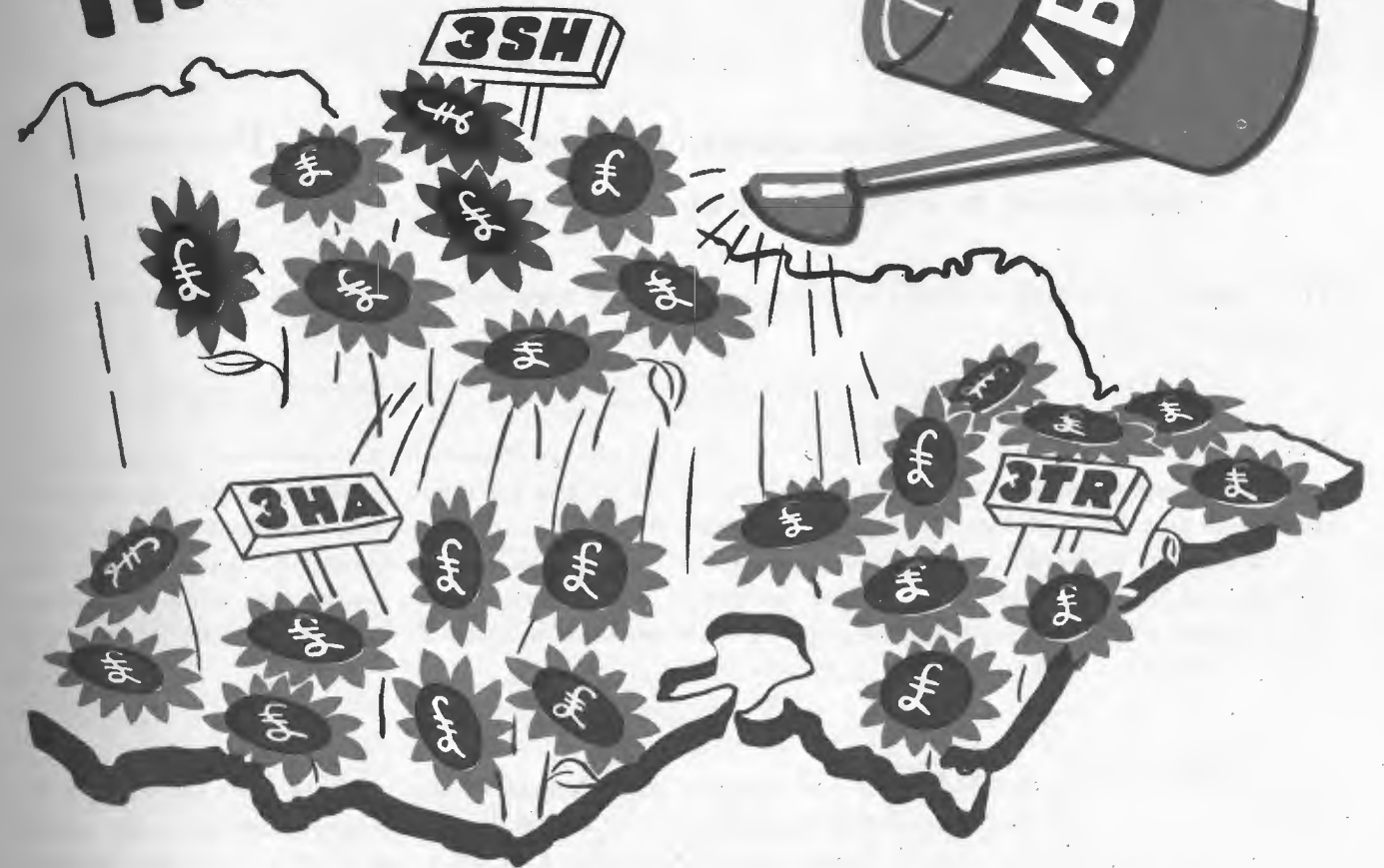
Formerly chief announcer at 3SR, Mel Morgan has joined the V.B.N., and has been appointed to 3HA as an announcer.

Martin Chaffer, formerly manager at 3SE Swan Hill, has returned to the engineering staff of 3HA Hamilton.

Val Monaghan has been transferred to the V.B.N. from 3SH to 3HA to take the place of John Sydow, who has resigned from the engineering staff.

Tal Ordell is back at Radio 2UE after being laid up for a month at the War Memorial Hospital.

"COME INTO THE GARDEN—"

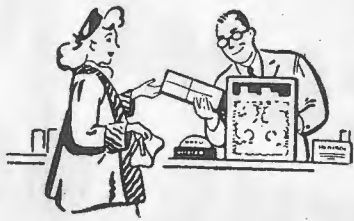


Start planting NOW the seeds of future business in the productive areas of country Victoria . . . results will grow and grow! A little care and attention will repay you well—and everything in the garden should be lovely!



The VICTORIAN BROADCASTING NETWORK

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



EVERY Housewife seeks Advertised Products

Therefore advertisements must reach the Housewife to influence her purchasing capacity.

The continued strength of Radio and Press advertising ensures that your sales message does reach the desired markets.

BROADCASTING AARDS is now in the process of publication. Subscriptions are being invited for this valuable publication which will prove a "boon" to all who are interested in buying time on commercial stations in Australia and New Zealand. Broadcasting AARDS containing the rates and data of all these commercial stations, transcriptions and their producers, listener licences, details of networks, details of advertising agencies and the rules governing broadcast advertising plus a monthly advice notice which will keep subscribers up to date on any changes made in the contents of the publication make Broadcasting AARDS a "must" for "Buyers of Time."

NEWSPAPER AARDS is now available. This publication containing the rates and data, circulation, territories of distribution, mechanical requirements, etc., of 662 newspapers throughout Australia, plus details of advertising agencies and the requirements of the A.A.A.A., A.A.N.A. and A.N.P.A. prove that Newspaper AARDS should have a pride of place on any Space Buyer's desk. This publication is the most comprehensive service attained in the history of Australian advertising. The monthly revision notice service that is given by AARDS will keep subscribers up to date on any changes that may occur in the rates or data of this edition.

Subscription to each edition of AARDS including the monthly advice notice is
Australia, £2/2/0; British Empire, £2/10/0; America, 10 Dollars; Foreign, £3/3/0

PUBLISHED BY

MINGAY PUBLISHING COMPANY

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

AND AT

MELBOURNE — BRISBANE — ADELAIDE — PERTH

COMMERCIAL BROADCASTING

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

Vol. 15, No. 4 (433rd issue), Thursday, September 5, 1946

Hi Fellers!
And She Meant It



DID you hear about the bride-to-be who reckoned that the three words in the marriage service which mattered most were:

"Aisle" . . . "Altar" . . . "Hymn" . . .

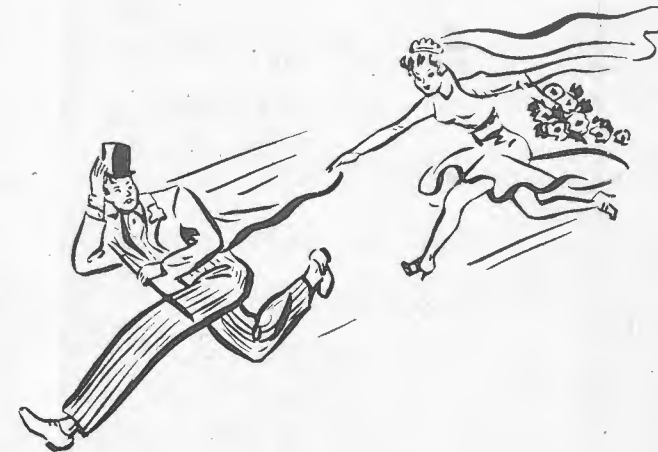
(Hubby-to-be had said he didn't drink Scotch. She said she'd seen him at it . . . He explained that he hadn't meant to drink it—he was only gargling with it, and it slipped!)

I'll bet she was one lass who made a success of it, too . . . she had her mind well set on the future; and she was planning for her to-morrows.

That's the way the boys at 2UW do it . . . they're always thinking of to-morrow and next month, and next year.

New programme planning ideas . . . something new on the technical side . . . a new angle on sport . . . If it's new, and if it's good, it's pounds to pennies you'll find that the 2UW boys are just a jump ahead of the other fellers.

It's another MAJOR reason, in fact, why



most people listen to **2UW**