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# AUSTRALIAN ADVERTISING RATE & DATA SERVICE

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# BROADCASTING BUSINESS

VOL. XV, No. 25  
454th Issue

Thursday  
JUNE 26, 1947

Incorporating "Commercial Broadcasting"

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



*Choose Your Partners—*

NEW SALES  
25 JUN 1947  
PARLIAMENTARY

A distinguished company of the greatest advertising names on the air will be your partners in success when you join the sponsorship parade on

# 2UW

(MOST PEOPLE LISTEN MOST TO 2UW)

# AT HOME

*awaiting Your Call*



from

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

Fiddling with the dial to get long-distance stations is no longer a favourite indoor sport with the above stations' listeners. Nowadays it's the HOMETOWN station that wins listeners, enters the family circle and is accepted by every member of the household.

The voice of the hometown station has a clear, familiar tone—the listeners recognise it as the voice of a friend in whom you have placed your confidence.

Each of the above 8 hometown stations has built up a great fund of goodwill from this neighbourly approach—convertible wealth that benefits dealers and buyers alike.

Remember at home, awaiting your call, are thousands of loyal listeners with the "Hometown station habit".



All particulars from—

**AMALGAMATED WIRELESS (A/SIA.) LTD.**

SYDNEY

BRISBANE

MELBOURNE

## BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, JUNE 26, 1947  
Vol. XV, No. 25 (454th issue)

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## In Defence of Fairness

The Sydney Sunday Telegraph's June 15 radio column carried a step further that newspaper's "inspired" attacks upon commercial broadcasting with the sour grapes puckering the pen of their Columnist to the extent of making him commit several awful blunders.

His first paragraph:—"Commercial stations are still having sponsor trouble. I know of three more new shows ripe for airing but temporarily shelved because contracts cannot be completed." is so utterly silly that it got a laugh throughout the industry. But unfortunately most of that newspaper's readers wouldn't know it was funny. They would in their natural ignorance of how broadcasting is conducted, infer that things were tough in broadcasting and that sponsors were "giving it away". For the benefit of ONE of "BB's" readers anyway we should make it clear that during the past ten or fifteen years practically every commercial station in Australia would have at least three, and more probably a dozen, shows on the shelves awaiting an airing. That is one of the great advantages of the commercial broadcasting set-up in Australia. Not only the listener gets a chance of a wide selection of stations and programs, the stations are prepared to invest good money in features to enable the sponsor, also, to have a selection from which to choose one on to which he may hang his commercial credits.

Quoting the Music Maker which said that "radio space sellers are having to do business on a declining scale with clients who have pared down budgets to permit of their resuming advertising in newspapers from which they were unable to buy space during the war," the Sunday Telegraph radio column contended that "this explains also why we are getting fewer live-artist musical shows. Dramatic and quiz features are cheaper to produce." That is another boner, and quaint reasoning. Perhaps the newspaper has not yet heard of the Musicians Union, and of how difficult it is getting to compose the views of the Union on what it considers musicians should be paid with those of the sponsors on what they can afford to pay!

"Cuts are expected also in the Shell Show" proudly proclaimed the Columnist—the very week that a new string band was added to that feature!

The increasing tendency of some newspapers to scoff at their lusty advertising competitor is certainly to be deplored. Looking on from the sidelines over a number of years "BB" has failed to observe any low-slung punches coming from the other direction. It would be safe to bet pounds to peanuts that no section of the Australian press has ever been deliberately attacked on the air by broadcasting stations. Why then should newspapers find it necessary to sling these low punches? Fear? Sour Grapes? Or just the nature of the beasts! Radio makes such good "copy," Radio is so close to the homes and the daily lives of everybody.

Sure, the stations are having sponsor trouble, and the sponsors are having industrial trouble, and coal trouble, and shortage of raw material trouble . . . and the newspapers, perhaps they have some troubles—just some very little troubles perhaps—like waning advertising, fewer big space buyers?

**STOP PRESS**

## Two Deeply Appreciated Hours

2½ years ago, 3UZ, realising that those who desired finer music on Saturday evenings were totally unprovided for, inaugurated two special features — "Opera Time" and "Saturday Night Symphony" — from 10p.m. to midnight.

Wondering if either or both of these features had maintained their popularity, 3UZ recently asked listeners to record their views on contemplated adjustment of the programmes.

A shoal of letters, from all quarters of Victoria—some even from New South Wales—showed that a vast audience would greatly regret either cessation or any alteration.

All were agreed that "Opera Time" and "Saturday Night Symphony" gave infinite pleasure and outstanding radio entertainment.

*It's*  *for YOUR Radio Sales Message*

NILSEN'S BROADCASTING SERVICE PTY. LTD.  
45 Bourke Street, MELBOURNE. Phone Cent. 1925

SYDNEY REPRESENTATIVE:—  
E. A. WOOD, 47 York Street. Phone BX 2098

## Crown Withdraws Prosecution of 2LM for Failure to Reinstate Former Manager

Company Pays Woodland £200

Announcing that if any offence had been committed the probability was that it was a technical one only, Mr. Atkinson, S.M. in a special Federal Court of Petty Sessions in Sydney on Friday, June 13, allowed the Crown to withdraw the prosecution of Richmond River Broadcasters Pty. Ltd. for non-re-employment of former 2LM manager, Cecil Frederick Valentine Woodland.

The case was one in which Roy Albert Smee, Reinstatement Officer of the Department of Labour and National Service, charged the company with an offence against the Re-establishment and Employment Act, by not making employment available to Woodland after his discharge from the Army, in which he served with a broadcasting unit in Japan.

When the court resumed on June 13, Mr. H. A. Snelling (for the Crown) said:

"Following a suggestion from Your Worship, the parties concerned have conferred together in a very friendly atmosphere.

"As a result of that discussion, an agreement has been arrived at whereby the defendant company will pay Mr. Woodland a sum of £200, and certain other matters have been discussed to their mutual satisfaction.

"In those circumstances it would seem better for the proceedings not to be continued further and I therefore ask for the Court's leave to withdraw the prosecution."

Mr. Wallace (for the Company) said: "I am very pleased that the parties have met in such a friendly and conciliatory atmosphere. I join with Mr. Snelling in making this request to Your Worship. I think Your Worship may be pleased to take the view that in the circumstances this was a very happy termination of proceedings."

Mr. Atkinson, S.M., said that as the matter was an inter-party one and not one of public concern, he thought it was the best solution to get the parties together, and was pleased with the attitude of parties and counsel.

"As the matter now stands, without having had the final benefit of legal argument that counsel may have placed before me, if any offence was

committed—and I am not saying whether one was or not—it was a purely technical one, and I am very thankful that the matter has been settled in the manner that it has," he added.

The whole of the previous day had been occupied with evidence in the case. Through evidence tendered by the managing director, Mr. Campbell Maclean Robertson and secretary of the company, Mr. Frances Gordon Jackson, the defence claimed that Woodland had in fact resigned some months before he left the company, that he had sought other employment in Sydney before joining the A.I.F. and that having accepted Woodland's resignation they proceeded to engage for the managership a former member of the staff, Mr. Keith Spencer upon his release from the R.A.A.F.

## STRIKING F.M. FIGURES FROM U.S.A.

Predicting a prompt upsurge in FM, Mr. Vernon L. Wilkinson, assistant general counsel of the FCC, in charge of broadcasting, told a meeting of mid-western broadcasters at Cincinnati early in June, that the FCC estimate of last January that 700 FM stations would be on the air by the end of the year was approaching fruition. He said that of 851 FM grants of various kinds, 223 are actually on the air, 399 have construction permits, which would be subject to forfeiture if construction had not been completed during the present calendar year, or if extension had not been obtained on a showing of satisfactory effort to that end; and 229 have conditional grants.

Mr. Wilkinson said that of the 851 authorised FM stations 75% are AM licensees and the remaining 213 are newcomers. That meant that nearly 1,100 AM licensees, or permittees, have not applied for FM and can be expected yet to "swell the ranks".

The death occurred recently in London of Sir Sydney Hugo Nicholson, founder and director of the Royal School of Church Music. Sir Sydney was 72. He visited Australia and New Zealand in 1934.

## DEPT. STORE'S RETURN TO PEACETIME APPLICATION OF BROADCAST ADVERTISING

Bebarfalds Ltd., well-known Sydney furniture house who, for the past five years have devoted their weekly half-hour session on 2UW to patriotic appeals, will return to a normal peacetime sponsorship next week, with the presentation of a half-hour dramatic program, devoted wholly to the merchandising of the company's trading.

Bebarfalds first war-time program was "A Salute to Victory," a half-hour of dramatised narration, produced and arranged by 2UW, highlighting great stories of heroism and sacrifice in the war effort. The last five minutes of each half-hour were given to one of the war-time national appeals, when representatives of the various societies, seeking public aid, were given the freedom of the microphone to make their individual appeals.

Simultaneously, Bebarfalds established within the store, a National Service Bureau, through which as a result of the broadcast appeals, some thousands of voluntary workers were enlisted in wartime efforts, while substantial assistance also was provided in appeals such as Xmas toys for Legacy Children's parties.

With the end of the war, the session was changed to a musical half-hour under the title of "A Salute to Tomorrow." The announcement time was given to the R.S.S.A.I.L.A.

This opportunity for publicising the work of the League was warmly welcomed by that organisation, and week by week, ever since, it has been the means of informing the public about the League, securing membership, and of providing ex-servicemen and women with an information service on matters important to them.

The League has expressed its warm appreciation of Bebarfalds' action in this regard.

With the promised approach of normal trading conditions now, the company, on the advice of its advertising agents, Arthur Smyth and Sons, has decided to sponsor a half-hour dramatic feature to be broadcast in the same time channel (8.30 p.m. Wednesdays), commencing July 2.

The new program is "Till the End of Time," a Grace Gibson production, devoted to the loves and lives of great musical composers, emphasising particularly the stories of the women who inspired so much of the great music which will live.

# Production Lag Hits Sponsors

Macquarie Chief Lays Furphies  
By The Heel

Commenting upon the erroneous conclusions which some newspaper columnists in Sydney had recently given their readers concerning the re-adjustment of advertising expenditures, Mr. R. E. Lane, general manager of 2GB and the Macquarie Network, said that the columnists' writings had been well "off the beam".

"Radio at the moment", said Mr. Lane, "is at a disadvantage with regard to program sponsorship because of the general uncertainty of the industrial and trade outlook. Naturally, advertisers find it difficult to plan normal allocations for full 12 month periods; on the contrary, a large proportion of advertising today is placed on short term schedules.

"The use of spot announcements on the air", continued Mr. Lane, "or spaces in newspapers and magazines, offers a means of flexibility and control in monthly expenditure, whereas the sponsorship of a radio program involves a long-term commitment. This is an aspect that newspaper representatives are not slow to point out in their contract with advertisers." He added that there is a very sound answer to these problems. The general uncertainty of the present outlook is actually the result of shortages rather than any lack of demand—shortages of materials, packages, and labour. The output of some manufacturers is lagging so far behind orders already in hand, that they fear that advertising could not increase their sales, and might even irritate the buying public.

"This may be true of an advertisement illustrating and describing the virtues of a product which is difficult or impossible to obtain. On the other hand, a radio program can keep the name of the advertiser before the public, yet, at the same time, pacify the intending purchaser and persuade him to be patient, whilst providing him with entertainment to build his good-will."

Mr. Lane pointed out that the sponsored program week after week, was the most intimate point of contact between the advertiser and his buying public. It brought the character of the advertiser and his wares into the home—the artists in his program became members of the family circle.



Mr. Reg Lane

It was a means of advertising, which, unlike other forms, not only invited patronage, but gave the buyer something extra in return. A visual advertisement, or a direct announcement, fails to do that, and has little chance of winning appreciation. One method is cold selling; the sponsorship of radio programs is an exchange of compliments. "In all branches of business there are two kinds of expenses, which, in the language of the accountant, are respectively 'fixed' and 'variable,'" stated Mr. Lane. "The wise advertiser will appreciate that the 'fixed' part of his advertising expenditure should comprise his radio program. The 'variable' part of it should comprise the use of either forms of advertising for direct selling purposes. The advertising budget should be so planned that even if times are difficult, the radio program at least can be continued. On the other hand, the volume of supplementary advertising can be varied from month to month to meet fluctuating conditions of production and of trade."

## Children's Program Award

Following the monthly meeting of the Victorian Section of the AFCBS, on June 9, it was announced that Mrs. D. Howells and Mrs. J. D. Medley had been appointed Victorian judges of the children's program award instituted by the AFCBS, entries for the 1946-7 competition of which have now been received.

Mrs. D. Howells is the president of the Victorian Federation of Mothers' Clubs, and Mrs. Medley is wife of Professor J. D. G. Medley, Vice-Chancellor, Melbourne University.

# Radio News and Notes from U.S.A.

(From our Washington Correspondent)

Philco early in June introduced its first television receiver, incorporating electronic control, a 10" picture and automatic tuning. The set will sell to the public for \$395, plus \$45 for installation charge. Company officials are reported to have said that there were no production problems on the set, and that the company would be ready to go into large-scale production as soon as sufficient servicing and sales personnel were trained.

Production of a new General Electric video console receiver, including A.M. and F.M. radio and a record changer, and priced at \$750 to \$800 before installation has been announced in New York. It has a 10" picture. G.E. also plan to produce in July a projection model receiver, with a screen measuring 18" x 24", also including both A.M. and F.M. radio and record changer.

"News on the Air" is the title of a book recently published in New York and written by Paul W. White. Reviewing White's book, American radio news magazine, "Broadcasting" in a recent issue, says that "News on the Air", extolling the praises of radio news, citing its advantages over newspapers and encouraging newcomers to the profession, is unique and pleasant reading, especially during the current epidemic of authors panning their profession. Paul White was CBS director of public affairs and is in a position to write authoritatively on this subject. Comparing radio with press, Mr. White cites the advantages of each and explains the handicaps under which radio must operate. Advising news men how to write for radio, Mr. White says that radio critics who say there is too much writing down to the listeners are wrong, for simplicity and clarity travel hand in hand. He claims a ten minute news summary may need as much as four hours of work, a fifteen minute program as much as six. In any case, he says there is one truism worth remembering—There never was a script that couldn't be improved by cutting.

## VITATONE CHANGES HANDS

Vitatone Recording Studios, of Adelaide St., Brisbane, recently changed hands when Mr. Ralph Moody became the new proprietor, effective from beginning of May.



FOR BETTER MARKET COVERAGE TIE UP WITH 2UE

You wouldn't have a giraffe as a household pet!

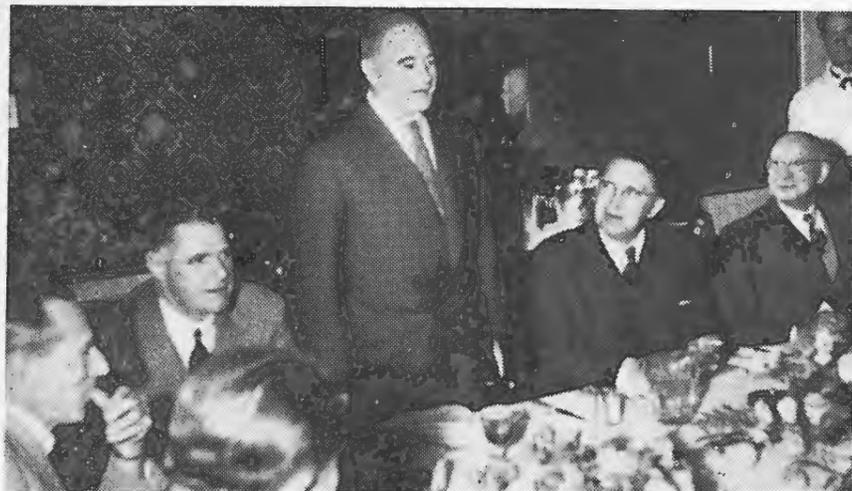
What about a radio station?

Well, that's another animal—and quite a pet, too—at least so we've found with 2UE.

So many thousands know it—so many more are finding out each day. It's good listening—the vital news, the topline sports, Australia's greatest musical shows and quizzes.

Your sales message is in good company, and you may be sure 2UE will find lasting friends for your product.

## 24 Years of Radio Advertising



Mr. W. J. Rogers addressing the 21 Club. Others at the top table, left to right: Messrs. Keith Morris, Fred Thompson, Leo Finn and Albert Russell.

### One of Australian Radio's First and Most Consistent Sponsors

Mr. W. J. Rogers, managing director of British Medical Laboratories Pty. Ltd., and one of commercial radio's first sponsors was guest of The 21 Club of Australia at luncheon at Ushers Hotel Blue Room on June 19.

Also guests of the Club were Mr. Roger's advertising consultants, Messrs.

Russell and Morris.

Proposing the toast to the guests, Mr. Fred Thompson paid high tribute not only to Mr. Bill Rogers' business sagacity which had carried him from a small George St. chemist to head of one of the biggest proprietary medicine manufacturing concerns in the

Commonwealth, but also to his many philanthropic activities, and to his war service. It was considered that Mr. Rogers was at least amongst the first six Australian businessmen to advertise on the air. He had always displayed great confidence in the broadcast medium of advertising.

Responding, Mr. Rogers said that he had hoped to draw an analogy with the 21 Club and his 21 years consistent use of radio advertising, but on checking up, he recalled it was longer than that, for he had started advertising on 2BL in 1923 and had never been off the air since.

Mr. Rogers went on to some amusing reminiscences of those early days of broadcast advertising.

Applauding the effectiveness of broadcast advertising, Mr. Rogers said that broadcasting had collected about it some of the most able business executives in the land. Commercial stations had done a wonderful job, better perhaps than in any other country. Commercial radio's high ethical standards are something to be proud of.

Mr. Albert Russell of Russell Morris Advertising Agency, which handles the BML account, recalled how Mr. Rogers in 1939 had given him £100 to spend on "The Radio that Hitler Fears." In 12 months, that £100 had grown to £8,000. That was how Ford Pills came on to the Australian market.

## Recorders, Producers Reject Accreditation Proposals

### Principle Applauded but Veto Method of Application

A meeting of the Radio Recording and Producing Association of Australia in Sydney, June 18, unanimously rejected the Australian Federation of Commercial Broadcasting Stations' plan of accreditation of program producing organisations, which the Federation proposed putting into operation.

The following resolution was one of several carried during the meeting:—

"That this meeting of the Radio Recording and Producers Association of Australia, while agreeing that the principle of standardisation of productions and technical details are desirable, rejects the proposals made by the AFCBS but expresses willingness to discuss the matter further and fully with the Federation."

The meeting was attended by the following representatives of program recording and producing organisations: D. M. Fegan (Australian Record Co. Pty. Ltd.); R. Southey (The

Columbia Graphophone Co. Pty. Ltd.); Joy Morgan (Artransa); Ben Coombes (Macquarie Broadcasting Services Pty. Ltd.); George Edwards (George Edwards Radio Productions); Grace Gibson (Grace Gibson Productions); W. J. Mason (Mason and Saunders); Geo. Matthews (British Australian Programs); L. R. Coleman and H. Dearth (J. Walter Thompson Aust. Pty. Ltd.); G. Marsh (Geo. Patterson Pty. Ltd. and Colgate-Palmolive Radio Unit); R. L. Kellest (Kinelab Pty. Ltd.); A. Marshall (The Recording Centre); R. Hepworth (Hepworth Advertising Agency); D. Joyce and J. Joyce (Donovan Joyce Productions, Melb.); A. L. Finn (Australian Radio Productions, Melb.); J. Hickling (John Hickling Productions, Melb.); Beau Shiel (Dr. Kimball S. Sant); and J. R. Humphrey (AAAA—Federal).

The meeting had before it the complete proposals of the Federation incorporated in a set of technical standards to be observed and the conditions of accreditation, with the advice

from the AFCBS that it would not enforce the technical standards before October 1, to enable any necessary adjustments in recording equipment etc.

The view was expressed that the recording industry should have been more fully consulted before the proposals were promulgated; that the Federation itself would possibly not have machinery to enable it to police the rules amongst its own member stations; that the stations themselves did not have the equipment installed of the standard that would be required to reproduce material from recordings made in accordance with the standards laid down; that in some respects recorders would be held responsible for conditions over which they would have no control; and that no provision is made for the thousands of pounds worth of features already completely made and carried as program stocks.

The Federation's accreditation scheme is part of the broadcasting industry's earnest endeavour to remove every possible cause for complaint about the standard of Australian broadcast programs.

**"Good Neighbours"**  
are ALWAYS welcome  
just as

**2KY — 2HD**

SYDNEY                      NEWCASTLE

• ARE EVER POPULAR VISITORS TO NEARLY 500,000 RADIO HOMES •

in  
NEW SOUTH WALES

Sydney M 6291                      Melbourne Cent. 4705

# The Easy Way and The Hard Way

By W. A. McNair, M. Com., Dip. Soc. Sc., Director of the McNair Survey.

The announcement by the Anderson radio survey organisation, in the issue of June 12, 1947, of *Broadcasting Business*, of its abandonment of the Personal Interview Recall Method of checking audiences, carries with it some rather unmerited criticism of this method. As Director of a survey organisation which has built up this approach to what we (and presumably our subscribers) consider a high standard of efficiency, I feel called upon to make a mild protest.

The fact is that the Personal Interview Recall method complies, in a way which no other method does, with the three most vital requirements of any market or public opinion survey.

(a) It is based on the soundest possible cross-section of listeners, a pre-determined distribution of interviews by localities, occupations and type of home, all in due proportions—a cross-section which is never upset to a significant extent by refusals to answer. In this it is far superior to any type of survey in which the cross-section can be upset by the unwillingness or inability of people to reply in writing.

(b) Being based on person-to-person questions and answers on the spot, it ensures the most thorough and objective recording of listening habits and preferences, point by point. Any suspicions are allayed at once, and any tendency not to treat the questions seriously is immediately detected.

(c) It lends itself readily to auditing. Questionnaires can be checked back while the facts are still fresh in the interviewee's mind.

It is not an easy method. If researchers here or elsewhere could find an easier one that would give equally reliable results, I would certainly follow it. But sometimes the hard way is the only way. If my kind-hearted neighbours are willing to chop my winter firewood while I sit in the sun and read the paper, okay. But the catch is that they never do. The same goes for broadcasting. If I could sit back in my chair, confident that sympathetic listeners from all over the Commonwealth

would pour in questionnaires on request, all correctly filled in, as is suggested by the advocates of the Listener Diary system, life would be very comfortable. But it is really a lot to hope for. The wharf-labourers of Pyrmont and Port Melbourne, the social leaders of Toorak and Bellevue Hill, the industrial workers of Alexandria, Fitzroy and Woodville—it is rather hard to imagine them all sitting down by their radios hour after hour, happily filling in complicated forms. Under the Diary System they are expected to do this not only for one day, but Monday, Tuesday and Wednesday—Thursday and Friday—and right on through the week-end. It would make things much easier if you could depend upon them all to do it. But it does seem rather naive to expect it. It takes the threat of a fine to get them to fill in correctly much less complicated forms, such as income tax.

The Radio Listener Diary system which is now being publicised as an improvement on the Personal Interview Recall method is not a new method at all. It is really a modification of the old mailed questionnaire idea which was discarded by public opinion research men like Cherington, Gallup and Roper long ago. Everyone with any experience in research remembers the famous *Literary Digest* flop in the United States Presidential election of 1936, when a million or so ballot papers were mailed in and formed the basis of a prediction that President Roosevelt would be heavily defeated. This proved conclusively that mailed questionnaires cannot be depended upon, because you just can't control your cross-section.

Coming nearer home we have another example from which the present Diary Method possibly derived its inspiration. Several years ago an Australian broadcasting station distributed questionnaires amongst employees of shops, offices and factories. This particular effort had the advantages of a much shorter questionnaire, and also an element of compulsion since it was endorsed by the firm managements. Yet it was soon abandoned.

If we are going to be satisfied with the response merely from such of the listeners as care to complete and post in questionnaires, we might as well go one step further back still, and be satisfied with the information which stations and sponsors derive from their fan mail.

The research problems faced by the broadcasters are not unlike those which the newspaper and magazine proprietors have to face. Newspaper proprietors are a pretty shrewd bunch and they know the public as well as any of us do, yet I do not know of any leading newspaper which, when wanting opinions on the appeal of various features, relies merely on letters or questionnaires sent in voluntarily by readers. The most successful newspapers have engaged research organisations to work out cross-sections of the public and conduct personal interviews with them finding out much more exactly in this way what types of people read the papers concerned, and what features they like.

The same goes for manufacturers. Whether it is cosmetics or cough mixtures, soap or swim suits, no progressive manufacturer would be satisfied with research conducted other than by personal interview, with a scientifically-worked out cross-section of the population. Broadcasting is just as complicated, and there is no reason to think that this is one exception in which the easy way will give as reliable results as the hard way.

It is true, as Mr. Anderson and Mr. Stanley state in the article referred to, that the Personal Interview Recall method is costly. If a job is to be done thoroughly, it cannot be done cheaply. With the present upward trend in salary rates, costs are not only high but are rising. They are already considerably higher than in 1944. The point is, however, that they are no higher than the costs of other forms of market and public opinion research, which are readily endorsed by the business world. The great advantage of a co-operative set-up is that the more advertisers and broadcasters support it, the lower the cost per subscriber is likely to be in spite of the increased salary bill.

I would certainly not claim that the Personal Interview Recall method has reached perfection. The practical application of the method has greatly improved in the past three years, and can still improve. When we have the new Census figures, we shall be able

(Continued on page 14)

## It's not WHAT the Chef cooks But HOW he cooks it

Whether it be a creamed chicken or a charlotte russe . . . it's not what he cooks, but how he cooks it. Good taste, skill, years of practice and a natural aptitude are the ingredients for a good cook.

It's just like that in radio business. The showmanship which highlights a first-class presentation comes from a subtle combination of all these qualities. There's no place for beginners. At 2SM we have a staff of shrewd showmen upon whom you rely to create and present you with a radio success . . . not only producing excellent listener-entertainment, but what is more important to you . . . sound, solid sales of your product.

You'll like the results of our radio skill. It's just HOW your programme is cooked which counts.



**TO SELL MORE**

MELBOURNE REPRESENTATIVE

OATEN-WARD (Ernest J. Oaten-Dudley H. Ward), 379 COLLINS STREET, MELBOURNE, C.1. Phone MB 1146

**BRUCE BELLAMY**—Australian Advertising Manager, Vacuum Oil Co. Pty. Ltd., Head Office, Melbourne.



Joining the Vacuum Oil Company as a mail boy in 1921, Bruce Bellamy—literally started at the bottom and worked through the ranks to his present position of Australian Advertising Manager in which he is responsible for all the company's advertising and publicity in Australia and the Pacific Islands.

After education at Bathurst High School and Trinity Grammar School, Sydney, Bruce Bellamy's introduction to Vacuum as a mail boy did not last long, for he was soon made a stock clerk.

Subsequently he became in turn an invoice clerk, despatch clerk, sales assistant, salesman, product officer and then an assistant to the management. His first big executive position was that of advertising manager for N.S.W. Later he was appointed assistant advertising manager for Australia, before taking over his present appointment in 1938.

In the earlier days, Bruce Bellamy was in close contact with flying and long-distance motoring record breakers in Australia, and in 1931 he organised, in N.S.W., the first aeroplane exhibition in this country.

Active in the study of all forms of advertising, he found time in his earlier days to play an active part in Rugby Union, in which he was connected with the old Mosman, N.S.W., club. Later, he was instrumental in founding the code in Cowra, N.S.W., and other country centres.

President of the Outdoor Advertising Association of Victoria 1938-40 and president of the Outdoor Advertising Association of Australia since its inception in 1941, Bruce Bellamy has just produced for the latter body a book on "Outdoor Advertising".

Vacuum is one of the largest commercial users of visual education aids in Australia, and the firm's library contains nearly 500 films, including some of the best documentaries produced here. Particularly notable are the last three sound presentations, which are in colour. The most ambitious is the new 30 minute show: "Harbours and Handicrafts", which, against a background of Sydney Harbour, portrays incidents in ordinary life and introduces, in subtle ways, references to the diverse uses of petroleum products, ranging from the lubricants used in a ferry steamer to baby oil, as well as introducing details of the lubrication of a knitting machine which produced swimming costumes worn by some glamour girls. There is also a new 10-minute colour presentation covering a day's tour of the hills outside Melbourne,—again demonstrating the widespread uses of petroleum products in everyday life.

One of the largest producers of technical and semi-technical printed matter in the Commonwealth, Bruce Bellamy's department has initiated a diversity of productions ranging from a poultry manual to a recipe book, as well as mechanical manuals and booklets. In addition, the organisation has issued numerous State and city maps, combining good advertising with a service to the public.

At present spending 22% of their entire advertising

appropriation on radio, the Vacuum Oil Company is one of the largest radio sponsors in the country, after the major soap and tobacco firms. In this sphere Bruce Bellamy's recollections go back to June, 1932, when he says his firm was the first to introduce American 33 1/3 rpm transcriptions here. At that time there were no slow-speed motors available and the operation of slowing down standard machines to the desired speed was not without its headaches! That occasion was the introduction, through 3DB Melbourne, of a half-hour session consisting of a 1/4-hr. episode of "Bringing Up Father", based on the comic strip, which was followed by a 1/4-hr. recording from the series: "Dixie Symphony Singers". He recalls that the Australian rights of both these features cost only £10 for the half hour program!

Today, Bruce Bellamy's firm sponsor one of the most expensive half-hours on the air,—"Opera for the People", which is currently being aired over 54 stations,—the largest regular network of Australian commercial stations to date.

In stimulating public interest in opera, as well as providing a valuable channel of expression for artists, "Opera for the People" not only provides an excellent sales medium, but is making a fine contribution to the progress of radio production.

In his task of controlling Vacuum's advertising, Bruce Bellamy has the assistance of a very efficient staff and of the Paton Advertising Service, which agency has been handling the account for over 20 years.

A prominent figure in professional committee circles, he was vice-president of the Australian Association of National Advertisers 1940-41, and he has been a council member since then. He was also president of the Victorian Institute of Advertising from 1942 until 1946, and he was president of the Vic. Advertising Arts Charity Appeal in 1941, '42 and '46. Other offices held by him have included chairmanship of the Advertising Advisory Committee, Commonwealth Government, 1941; director of the Australian Red Cross "Roll Call" campaign in 1941 and 1943, and chairman in 1944; committeeman, Melbourne Chamber of Commerce Red Cross Appeal, '40-'41; and member of the Victorian Documentary Films Committee, 1941-42. He has also been a council member of the Audit Bureau of Circulations since 1942.

Essentially a practical man, with the stress on factual information, Bruce Bellamy is a great believer in surveys, and his firm conducts a regular check on customer habits and it subscribes to existing advertising survey bureaux.

Certainly, Bruce Bellamy can look back over his 26 years of advertising life with the Vacuum Oil Company as a period of achievement,—a period which leaves him still a young man with a wealth of experience that obviously must be reflected in further progress in the future of his profession, and must make a valuable contribution to commercial life generally.

## PRODUCTIVE NEW ZEALAND

Key to prosperous New Zealand market is the commercial network of the National Broadcasting Service . . . Five stations to give a complete coverage, nation wide at low cost. Full details from any authorised advertising agent or direct from P.O. Box 3015, Wellington, N.Z.

**NATIONAL BROADCASTING SERVICE (COMMERCIAL DIVISION)**

(continued from page 10)

to make an even more accurate distribution of calls by localities than at present. We look for further improvements in personnel, as supervisors, investigators and analysis clerks gain in experience. There is the question, too, of extension of scope. Personal Interview Recall surveys have already been made in problematical country towns such as Geelong, Cessnock, Maitland and Ipswich, on the fringe of the metropolitan stations' primary coverage areas; but there is room for expansion to other country centres, consistent with advertisers' more limited interest in the minor markets. All these things involve more and more hard work. There are no cheap and easy short cuts.

### MACQUARIE EXTENDS "STAR PUPIL" ON NATIONAL BASIS

The outstanding success of Macquarie's "Star Pupil" feature ("B.B." May 29) has merited it being extended to 45 minutes and moved forward to the 8 o'clock time channel on Tuesdays.

Formerly heard at 8.30 p.m. on Tuesdays for 30 minutes, the change is taking place on Tuesday night, July 1. From that date "Star Pupil" will adopt a national aspect with John Dease calling in individual compères and performers from 2GB Sydney, 3AW Melbourne, 4BH Brisbane and 5DN Adelaide.

Hitherto, the program has relied upon star pupils from Sydney teachers, with the exception of four editions from Melbourne. Under the new format, teachers in other states will receive the same opportunity. John Walker will remain the Sydney compère and Peter Ellis has been named as the Melbourne compère, George Hardman Brisbane compère, whilst Alan Sanders will introduce the Adelaide "Star Pupils."

### FAMILIES OF SIX

In a recent International Gallup Poll taken simultaneously in the United States, Canada, England, France, Holland and Australia, 46 per cent of people interviewed in Australia choose four children as the ideal family. Other countries were United States three, Canada four, England three, France three, and Holland three.

## From Microphone to Manufacturing



Mr. John Dexter, of 3UZ, who for a number of years has been one of Melbourne's outstanding radio personalities, is forsaking radio for commerce. He is moving to Sydney to take up a managerial position with the well-known soft drinks' manufacturers, Marchants Ltd. The picture above shows male members of the staff of 3UZ, who recently attended a farewell luncheon to John Dexter. Cr. Oliver J. Nilsen, governing director of 3UZ, and Mr. Arthur Prince, 3UZ manager, are standing left and right of John Dexter, while gathered around are associate directors, together with executives and members of the sales and announcing staff.

### They Come In For Breakfast



Harry Hambridge proves the popularity of the 2GB morning program, "Your Hour of Music", when he suggested one morning that listeners drop in to have a cup of tea with him. Listeners took him at his word and filled the Macquarie Auditorium.

### Sydney Stake in "Opera For the People"

By arrangement with the Vacuum Oil Company Pty. Ltd., sponsors of the program, and the director of "Opera for the People", Mr. Hector Crawford, 2UW is conducting auditions in Sydney to find Sydney voices to appear in future broadcasts of this feature.

Publicity by 2UW, and by the sponsor in the press, and a close liaison between 2UW and the Sydney Conservatorium, focused musical interest on the auditions, entries for which

closed on June 16. Auditions are being held at 2UW, June 23-27. The finalists will broadcast in a special half hour commencing at 9.00 p.m., and Mr. Hector Crawford, who will fly from Melbourne for the occasion, will announce the winners over the air. Winners will receive return fares and two weeks' accommodation expenses in Melbourne, with at least two weeks' professional engagement in "Opera for the People" with performance fees of 10 guineas per week.



## PHILIPS 500 watt Broadcast Transmitter

**TYPE 1567**

Philips type 1567, 500 watt, broadcast transmitter is a post-war development of the KVFH 500/59 transmitter in use at 2KM, 4AY and 9PA. Its features include:—

500 watts in aerial with ample reserve power • High fidelity frequency response within 1 d.b. from 30 to 10,000 cycles • Low distortion inverse feedback over modulator gives distortion under 2% at 96% modulation • High efficiency—25% for unmodulated carrier conditions at 570 watts output, with 2.2 KW. total input rising to 2.64 KW. at 100% modulation, power factor 0.97 •

Economy of valve types—only 807, HF300, 866A transmitting valves used • Standardisation—same dimensions, structure and appearance as 1568 1KW. and 1569 2KW. transmitters. These transmitters are the same as 1567 except for 833A valves and 872A rectifiers in place of HF300 and 866A.

Note. 1568 1KW. set can be supplied for use at 500 watts, if desired, only changes being transformer tapings and retuning. Write for further details.



# PHILIPS

**TRANSMISSION  
EQUIPMENT**

PHILIPS ELECTRICAL INDUSTRIES OF AUSTRALIA PTY. LTD.  
Sydney • Melbourne • Adelaide • Perth • Brisbane

TR1-47



## This is the Joske's of Texas Department Store Radio Advertising Study

By courtesy of the National Association of Broadcasters in America, "Broadcasting Business" is presenting the complete Radio for Retailers—Joske's of Texas Study—in instalments.

### PART 4. EXAMPLES OF HOW RADIO MET JOSKE'S OBJECTIVES

#### OBJECTIVE ONE

**To Build Store Traffic and Increase Sales.**

**Radio has Contributed:**

(a.) By "selling" the entire store as a place to trade.

Read this slogan:

"Joske's Of Texas, By The Alamo in San Antonio,  
The Largest Store In The Largest State."

Don't just look at that in print. Say it out loud. Adding the VOICE of radio to that slogan has made it a "conversation piece" through all of Texas, and has carried Joske's name into New Mexico, Oklahoma, Louisiana, Mexico and Central American countries.

The store "personalized" itself and its customer advantages. It made people its word-of-mouth advertisers.

Local residents frequently bring visitors to "the largest store in the largest state." Cab drivers point it out; visitors from other cities in the Southwest have it on their sight-seeing list. Wherever the name Joske's comes up the ready association is "the largest store in the largest state."

The prerequisite to getting the largest number of people possible to come

first to Joske's is getting the largest number of people possible to know about Joske's. The VOICE of radio helped to do this in a personal way not possible for other media.

(b.) By "selling" Joske's as the place to buy particular types of merchandise, items, or services.

On the Saturday before Mother's Day in 1945, Joske's wanted to reach young daughters and sons with advertising about inexpensive Mother's Day gifts in street floor departments. The "Beauty Time" personality devoted the entire commercial part of the morning program to carefully selected information about 50-cent to \$1.00 cosmetic-department items.

The same morning when teen-agers tuned to "Teen-Top Tunes", the high school co-emcees of the program suggested the same inexpensive Mother's Day gifts, and also worked in a plug for gloves and handkerchiefs.

Through these two programs, "in demand" items were advertised to "selected" audiences. The departments did a big business on all of the items advertised and sold completely out of a big stock of 50-cent boxes of soap and 69-cent bath mitts.

Evidence of radio's power to draw immediate traffic into the store was seen when it was used exclusively for

advertising a shipment of washable cotton fabric. This was advertised one morning on three programs from 7.45 to 9.30 a.m. When the store opened at 9.00 a.m., traffic to the Fashions by the Yard Department was so heavy other commercials which had been scheduled for later in the day were immediately cancelled. Traffic continued to increase, and although telephone orders had not been invited, out-of-town listeners to "Texas Today" began calling orders in after that program was on the air.

Traffic was heavy to the Fashions by the Yard Department that day. The entire shipment was sold out. Department volume more than doubled an average day, and sales on the cotton material alone constituted over 2/3 of the department's total sales. Radio advertising was used exclusively. This merchandise had been scarce, and even without advertising, the material would have increased traffic and would have been sold. It was the extremely large traffic the instant the doors opened, and the fact that it continued to increase after the 9.00 and 9.30 broadcasts, plus a steady flow of telephone calls and personal comments like "that cotton I heard about on the radio" . . . "the material Doris Daniels told about," which showed Joske's that

"people listen to what we have to say on the radio."

This same department received a shipment of Rose Marie Bemberg sheer fabrics in late fall at a time when women were more interested in sewing light weight woollens. "Idea" copy in radio suggested combining these sheers with woollen jackets or coats to make fall ensembles. The printed sheers were displayed with solid-colored woollens in the department, and a sign in the department read: "As advertised on Joske's Radio Programs today." Immediate heavy traffic resulted in sale of the entire 800 yards of sheer in one day.

Immediate, far-beyond-normal traffic resulted from many other advertisements featured exclusively by radio.

For example:

An announcement on two early evening programs and on the 7.45 a.m. program the next morning brought 240 customers into the Housewares Department to buy Meritas oilcloth edging and shelving. The merchandise was sold between 9.00 and 10.00 a.m.

Radio promotion brought men to the Men's Store at 9.00 a.m. to sign up for electric razors; to the personal shopper's office with a list of clothing they were too busy to buy for themselves; to the appointment desk of the Beauty Salon to buy a gift card of beauty services their wives could enjoy over a period of time; to the Toy Department to buy expensive outdoor playground equipment; to the Men's Store for particular brands of clothing; to the Sporting Goods Department for equipment of all kinds. In direct response to Teen Top Tunes advertising, teen-agers have come in for everything from "fad" trinkets to quality clothes.

Radio has brought women into Joske's Fur Salon with coats they had been planning to store elsewhere; to buy out a stock of Sun-Cloud Coats by Harris in one day; to ask for specific designers' clothes, hats or jewelry; to try on clothes which had been radio advertised as being particularly good because of fabric, style or fit; to request a particular color by the name the store was featuring during a certain season; to buy everything from forty-five home planning books in one day (and sign up for orders when that stock was gone) to enough of Dorothy Gray's Cellogen cream (over a period of two months) to raise the average two-month sales for this one item 150%.

#### WHAT THE JOSKE'S STUDY IS

The complete "Radio for Retailers" (or The Joske's Study as it is sometimes called) is a review of one department store's experience in the practical application of broadcast advertising to its retail advertising problems. It includes information from the initial study year, January 1, 1945, to January 1, 1946; to which has been added information obtained from special studies during the last six months of 1946.

Following the American broadcasting industry's presentation in 1944 of "Air Force and the Retailer," which demonstrated the power of radio advertising, the president of Joske's of Texas—a big department store in San Antonio—Mr. James H. Calvert, suggested to representatives of the National Association of Broadcasters that the study be made and offered the complete co-operation of Joske's of Texas. NAB and the San Antonio radio stations accepted the invitation and offered mutual co-operation to plan and conduct a practical radio campaign. Joske's agreed to add to its advertising expenditure an amount which would approximate 20% of the store's direct advertising budget to radio without decreasing its advertising expenditures in other media.

"Broadcasting Business" has secured from the National Association of Broadcasters in America, publication rights of the Joske's Study, which is appearing in parts in several consecutive issues with but few and small abridgements.

#### OBJECTIVE TWO

**Identify Joske's with the Civic, Social, Cultural, Educational and Military Groups of the City and Surrounding Country**

The following partial list of guests featured on Joske's radio program "Texas Today", during 1945 gives a quick resume of the type of representation this program offered.

##### Texas Today Guest List

Mrs. Edgar Tobin—Chairman of the Voluntary Services of the Bexar County Red Cross.

Miss Mary Barber—Food Consultant to the Secretary of War.

Mrs. Pressly Schafer—American League of Women Voters.

Anthony Stivanello—Stage director from the Metropolitan Opera Company.

Reginald Denny—Star of stage and screen.

Warrant Officer William Strickland—symphony conductor.

Mrs. Charles C. Fowler—Co-ordinator of Women for War Bond Drives.  
Dr. Louis Robbins—Director of Health of San Antonio.

Mr. Charles Bickett—Chairman of San Antonio Horse Show.

Harding Black—Pottery Expert of the Witte Museum.

Mrs. Preston H. Dial—President of Council of Pan-American Relations.

Carmita Landestoy—Lecturer from Dominican Republic.

Dr. Gerald Wendt—Scientist for "Time", "Fortune", "Life" magazines.

Carl Van Doren—Author, Lecturer, Open Forum speaker.

Mrs. Marian Goebel—President of Business and Professional Women's Club.

Pauline Washer Goldsmith—Symphony Society.

Madame Pandit—India, Town Hall speaker.

Kenny Baker—Stage, screen and radio.

Count Richard Coudenhove-Kalergi—Open Forum speaker.

Mrs. W. A. Hastings—National President of Parent-Teachers Association.

Ann Morrison—Queen of Black and White Ball.

This partial list gives only a scant idea of the range of this program. For instance: Warrant Officer William Strickland is listed merely as a former eastern symphony conductor. During National Music Week, he gave a comprehensive analysis of American Music that created wild enthusiasm. Through this Joske program, he offered some of the inspiration which led to the inclusion of an All-American musical program later in the season of the San Antonio Symphony.

Executives of the store valued highly the letters of thanks and many personal expressions of appreciation which came as a result of using all programs to assist in various civic and national drives. By having programs of entertainment and information which attract loyal audiences, Joske's had a continuous opportunity to serve its community.

(Continued on page 20)

# Transcriptions and Recording

## A "DIFFERENT" DISC RECORDER

During a phase when all the "headline" news in the sound-recording field is of new types of tape and wire recorders, it is refreshing to learn that the old stand-by of many years—the disc—is not being neglected completely. News to this effect is contained in a late despatch from the U.S.A., covering the release of a distinctly novel instantaneous disc recorder.

This new recorder, which has been developed and introduced by the Wagner Recorder Manufacturing Corporation, of 67 West 44th Street, New York, has a number of important features, of which not the least interesting is that it has been tested to provide recordings linear to 11,000 c.p.s. on card-thin vinyl plastic discs only 3½ in. in diameter, each of which will carry a full 15 minutes of recording!

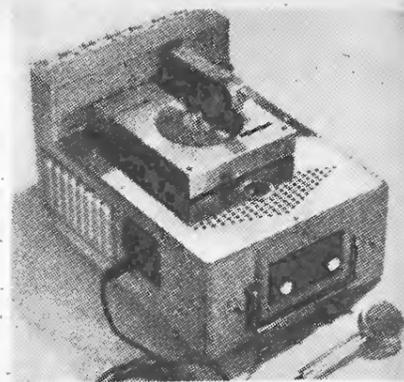
To achieve this, the signal is recorded by embossing the groove at 350 lines per inch, using a new type of permanent stylus with a contact radius of only 0.0005 in. The same stylus and its driving mechanism also serves as playback pickup. Operation is at 33 1/3 r.p.m.

Apart from the use of embossing technique and the small radius of the recording stylus, the real secret of the Wagner system appears to lie in the

use of a new principle of groove-forming. There is no lead screw or similar mechanical device in the recorder and the recording blanks are not pre-grooved. Instead, a guide disc is used to perform the functions of these devices. This disc is pre-grooved to the required number of lines per inch and is coupled to the recording head in an ingenious manner to provide the necessary traverse. The principle is such that either a permanent guide disc may be used, or, as an alternative, the pre-grooving may be provided on the back of the record blank. Normally, a separate disc is used, to permit recording to be effected on both sides of the record blanks.

The record blanks are perfectly-smooth vinylite discs, 0.010 in. in thickness and only 3½ in. in diameter and to accompany them, a similar disc pre-grooved on one side by a master, is supplied.

In operation, this pre-grooved disc is placed on the machine with the grooves down and the plain surface up. On this pre-grooved disc another disc of the plain type is placed. The machine does not have the conventional turntable but receives the discs on a revolving shaft so that, while turning, the pre-grooved sur-



General view of the complete "Wagner" embossing recorder.

face of the lower disc is in frictional contact with a stationary felt-covered table. Upon this table and along the radius line of the disc is a narrow slit through which a specially-constructed tracing stylus protrudes upwards and enters the pre-formed guide groove of the lower disc.

This tracing stylus is directly-coupled to a free-floating carriage whereon the recording head is mounted in such a position that its stylus is directly above, but facing, the tracing stylus. When the discs are placed in position and rotated, the pre-formed groove on the lower disc causes the tracing stylus to move along a radial path, taking with it the carriage and thus moving the recording head laterally across the record blank, enabling the usual spiral groove to be embossed when the stylus is lowered onto the blank surface.

The recording head assembly thus is freed from any groove-forming functions, and as formation of the embossed sound-track does not entail

cutting of the disc material, a much lighter assembly is possible, together with a much finer stylus, as compared with normal "instantaneous" disc recording systems.

These various factors combine to improve the fidelity of the system, while the smaller sound-track resulting from the reduced stylus radius can be recorded much more closely than normal without sacrifice of fidelity.

Unfortunately, no specific performance data on this new recorder have been made available, so that no conclusions can be drawn regarding the extent to which the promise of its specification is realised in practice. However, the system is distinctly novel and its development may well foreshadow a widespread revision of present-day disc recording technique. The advantages of a lightweight, ultra-compact, disc for transcription recordings are too evident to require enumeration, while if these advantages can be accompanied by reduced cost and increased fidelity, as appears to be the case with the system under discussion, the cumulative effect might almost be regarded as revolutionary.

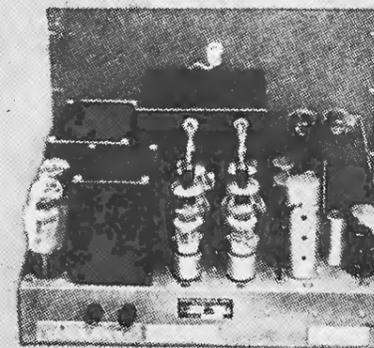
## WIRE RECORDER FOR LAUNCESTON

Actuality broadcasting has been stepped up in Tasmania by 7LA Launceston, with the acquisition of a magnetic wire recorder. By the use of this unit, spot news items and interviews with persons in the news, are being broadcast to Northern Tasmanian listeners daily. Items of interest are brought in from near and far by the 7LA Radio Reporter and the "Mercury" Radio Roundman.

## "SCAPEGOATS OF HISTORY"

Broadcast Exchange of Australia (Melbourne) have completed the production of "Scapegoats of History," a 52 session series of complete ½ hour presentations. Produced by Hadyn James and Athol Reilly, and written by James Grant, this is one of the most ambitious features to come to light for a long while, and presents authentic historical matter in dramatic fictional presentation. On the theme of depicting famous figures of the past and the crimes for which they have been blamed but did not commit, the stories outline vividly the manner in which such people were pawns and scapegoats in the hands of others. The series covers an immense field, ranging from Biblical history right up to infamous happenings under Hitler and Mussolini, such as the crime of levelling Lidice.

# ANOTHER FIRST FOR PRESTO



PRESTO 88-A amplifier has three calibrated frequency response curves...one flat from 30 to 17,000...two with rising high frequency characteristics complement either the NBC "Orthacoustic" playback system or standard high fidelity transcription playback equipment.

## 88-A RECORDING AMPLIFIER



THE FIRST recording amplifier capable of standardizing frequency response of instantaneous recordings so that they will complement the characteristics of high fidelity reproducing equipment now used in most broadcasting stations.

Instantaneous recordings made with the 88-A Amplifier and the Presto 1-C cutting head equal the response of the finest commercial recordings and reproduce uniformly a range from 50 to 9,000 cps.

Ample reserve power makes it possible to obtain complete groove modulation at all cutting pitches without distortion.



First post war shipment arriving shortly  
Write for Specifications and Price

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B 3908

Distributors: Melbourne: S. E. Tatham & Co., 178 Collins Street  
Adelaide: Newton McLaren, Leigh Street.  
Brisbane: Campbell Advertising, Adelaide Street.

For  
Reliability  
Co-operation  
Precision

Phone MA 1140

THE  
RECORDING CENTRE  
PTY. LTD.

Film House, 251a Pitt St., Sydney

For Radio Programmes

**OSWALD P. SELLERS**

Australian Agent for

**GEORGE EDWARDS—COLUMBIA**

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.  
B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.  
MU 3115

Telegrams: "Selos" Melbourne

W & G Service and Air Freight . . .  
annihilate distance



Enquiries appreciated

W & G RECORD PROCESSING CO. PTY. LTD.  
185-187 a'BECKETT STREET, MELBOURNE, C.1, VICTORIA

# Radio for Retailers

(Continued from page 17)

## OBJECTIVE THREE

### Extend Joske's Trading Area by Reaching People Not Exposed To Joske's Current Advertising

As was pointed out under Objective 1, radio has helped spread Joske's name throughout the Southwest, and its slogan is known to an estimated 90% of Southwestern Texas.

The best families of Mexico made trips to the store to buy complete wardrobes, exclusive wedding gowns and expensive trousseaus. Visitors from a rich oil territory over 200 miles away, not exposed to Joske's printed advertising, used the Continental Airline's new service to San Antonio and came to the store to buy large amounts of merchandise. Comments from these people showed that they came to San Antonio for two reasons—"to shop in Joske's and to see the Anacacho Room in the St. Anthony Hotel," because they said they heard about both places on the radio.

In the personal shopping department, mail orders were received from many other states, and also from many Texas cities like Amarillo (450 miles away), Midland (285 miles away), and localities near other large department stores within the state. These areas had been considered outside Joske's normal trading area.

One of the outstanding features of this increased mail order business was radio's ability to make a store's service a personal thing. While mail order appeals in printed media are most productive, they are impersonal, and they do not reach all the people the store would like to reach.

That radio added a personal touch to Joske's advertising, was indicated by the monthly increase in the number of letters addressed directly to Peggy Wilson, the personal shopper, and in the big increase in out-of-town telephone calls directed to her. A Peggy Wilson personality was featured on the air and her name was used in all radio copy mentioning mail order.

## OBJECTIVE FOUR

### Increase the Effectiveness of Current Joske Advertising by:

(a.) Reaching as many families as possible in the immediate San Antonio trading area who are not

reached by other Joske advertising.

(b.) Adding a new and potent advertising impact on those already reached by other media.

Surveys had shown that a Joske newspaper advertisement might reach up to 69% of the homes in San Antonio and the nine surrounding counties. Radio coverage carried the store's advertising into most of the remaining homes.

It is known that people in lower income groups spend less time reading than those of higher income. Through a broad coverage of radio, scheduled from 7.15 a.m. to 11.05 p.m. daily; through spot announcements and two Sunday programs, Joske's advertising penetrated to a great percentage of those people who listen more than they read.

Radio reached many types of people who were not subscribers to local newspapers. Tourists who had access to car and hotel radios were frequently interested in seeing the "largest store in the largest state," and many instances were recorded of their coming in for specific merchandise advertised on the air. Servicemen and their wives temporarily stationed in the vicinity learned by radio that Joske's Military Department was headquarters for clothing and equipment of all kinds; the "personal service" angle brought servicemen into the store to "have a little help" from gift counsellors in choosing everything from lipstick to the right size of black lingerie.

Thus Joske's influenced people through radio who were not reached by other advertising.

Radio was also used to give a new or added impact upon those already reached by other media. Badar Associates made a survey of women in middle and lower income families who were known listeners to the Kono "1400 Club" program by virtue of holding "membership" in this radio club. This question was asked: "What kind of advertising helps you most in buying your personal and household items?" Replies were:

	Married Women*	Single Women
Newspaper .....	15.3%	27.1%
Radio .....	35.5	39.6
Newspaper and Radio (Combined)	37.1	14.5
Other media ....	4.0	2.1

No preference or no answer ..... 10.4 16.7

\* (% exceeds 100 because some women expressed more than one preference.)

The same survey showed that these women mentioned entirely different stores as shopping preferences for some merchandise, than respondents to other surveys in higher income groups. The stores preferred by the "1400 Club" members stocked merchandise similarly priced to that of Joske's Bargain Basement.

Therefore, in sponsoring two periods of the "1400 Club" program (as previously explained), Joske's directed its Bargain Basement and Budget House advertising to these members.

It may be pointed out that in 1945, with regular daily radio advertising added to the Basement advertising budget, the Basement store has shown an exceedingly good sales increase over the previous year of 1944, when a fine increase was also registered.

Results of the campaign were apparent in terms of different kinds of response, as well as in measurable figures; it was found that radio provided an excellent means of institutionalizing each Basement department and its brand lines.

A selected case was a steady six weeks' promotion of Featherknit sweaters on the Basement program. It had been observed that people usually came to the sweater department to ask just "for sweaters." After the first week of advertising they asked more frequently for "Featherknit" sweaters. From this, and customer comments on "the sweaters we hear about on the radio," an indication was obtained of this type of radio influence on potential customers.

Joske's used this influence to add impact to its newspaper advertising for special event days. The radio advised: "Tomorrow when you go to Joske's Bargain Basement, head straight for the Men's Dept. and look at the big assortment of washable work slacks that are selling for \$2.98 a pair" or "Get out your Sunday newspaper and go over the entire list of "Monday value" items. Check the things you want and be at Joske's when the door opens at nine."

Radio added voice to the store's fashion promotion so that besides showing customers what's new through newspaper ads., windows, and interior displays, they were also told what's new. Radio, used to co-ordinate fashion promotion in this way, proved to have much the same value as a department saleswoman bringing

these points into her personal conversation with customers. Naturally this high fashion "personal conversation" type of radio advertising is best handled by personalities who establish themselves as sincere, authoritative representatives of the store. These commercials stressed the store as the home of "famous name" fashions. They helped to build the "character picture" of the store to out-of-town customers who are attracted to centres of high-fashion merchandise.

An interesting way was found through radio to draw attention to newspaper fashion advertising.

Joske's fashion ads regularly featured artistic wash drawings often depicting local settings with local people as models. Radio announcements urged listeners "to be sure and see the sketch of the new Menger Hotel dining room in our Sunday fashion ad" or talked about the way the drawings were done, about the localities used as backgrounds, and the prominent people used as models.

From these few selected examples and those previously listed showing how the first objective was met—"to build store traffic and increase sales," it is evident that radio was effective on customers already reached by other advertising, as well as on those not so reached.

## OBJECTIVE FIVE

### Strengthen Joske's Position with Manufacturers, Designers and Magazines

By promoting lines, brands and names in a manner that will create greater reciprocal co-operation.

During the war period most retailers placed added emphasis on brand names, not only to influence store traffic, but also to build better relationships with resources. In large department stores like Joske's it was impossible to include in newspaper advertising alone, adequate promotion for all the brands that the store is obligated or desire to advertise. Radio provided an added promotion tool for this purpose.

Radio promotion of brand lines was used on appropriate programs for all types of merchandise. For example, Louis Ritter's Quebec Crested Mink coats (retailing at not less than \$6,000), were promoted on Joske's prestige programs covering rich territories and selected audiences. Mr. Ritter was interviewed on one of the programs and gave a human-interest "behind the scenes" description of his exclusive fur operation.

By contrast, an effective radio ad-

vertising campaign on Bargain Basement programs was conducted for Fluid-Fit fur coats which retail for less than \$100.

Joske radio promotion included names diversified as Nettie Rosenstein; Princess Peggy, and Eisenberg (dresses); S. S. Piece; Vanta; Lewis and Koret (handbags); Van Raalte; John Fredericks; Jantzen; Dickey (industrial uniforms); Winthrop, Florshheim, and I. Miller (shoes); McGregor (sportswear); Trifari (jewelry), and Yolande.

A further link in the chain of "name" co-ordination was the radio technique of calling attention to fashion magazines which featured Joske's or its brand names. Newspapers and windows repeated the phrase, "Straight from the pages of Seventeen to Joske's Teena Texas Shop." Radio re-emphasized the phrase as it was used for different magazines and different departments.

Radio was also used for specialized application. In *Teen Top Tunes*, for instance, the co-emcees would chat about an Emily Wilkens dress, advertised in *Seventeen*, and ready to be tried on in the Teena Texas Shop, or would highlight a *Life* article about a Jacquard sweater fad and inform the teen-agers that they could get theirs immediately in the Third Floor Sportswear Department. *Harpers Bazaar*, *Vogue*, *Mademoiselle*, *Charm*, *Glamour*, *House Beautiful*, *Better Homes and Gardens* and other magazines were emphasized in their relation to departments where "names" or "brands" could be found.

Radio Advertised a large number of cosmetic lines which are among the most promotional of all. Joske's "Beauty Time" program was devoted exclusively to this purpose; added promotion was carried on other programs. Lines like Dorothy Gray, Frances Denny, Coty, Elizabeth Arden, Helena Rubenstein and Revlon received consistent radio support. Brand names and advantages were continuously stressed. Sales representatives of leading cosmetic lines were interviewed on the air. This and other co-ordinated promotion brought sales increases for the lines most frequently mentioned ranging from 23.10% to 45.48% in 1945 over 1944.

Buyers in all departments endorsed this form of building business while serving resources with thorough promotion of all kinds. Although procurement will be less of a problem in the days ahead, they realize that knowing how to use radio effectively, and having radio coverage sufficient

to reach all types of potential customers, will continue to inspire more consideration, better service and co-operation from resources.

## OBJECTIVE SIX

### Give New Selling Impetus to Store Personnel

By associating their in-the-store selling, and co-ordinating their working plans, with a personalized outside, pre-selling form of advertising.

Just as buyers have recognized the importance of radio's added promotion in helping to create prestige with resources, so merchandise managers, buyers, sales people and all other personnel, have recognized the power of radio to help do a thorough advertising job for their departments and merchandise. During this study, they witnessed its importance in helping to create a larger volume of business, in bringing new customers, in attracting customers from out of town, in inspiring complimentary customer comment, in establishing department identity, in giving them a further advantage over competitors, and in offering an advertising appeal different from that created by other media.

Merchandise managers, buyers and other store personalities were occasionally interviewed on radio programs as authorities in their fields. This was done most often for departments like the Diamond Salon, Better Dresses and Cosmetics, as well as other departments where personal influence with the customer is important. A survey of department heads, made by the store at the conclusion of the year's study (reported in more detail in the next chapter) brought requests from many of them for more radio for regularly scheduled radio, and, in some cases, for additional programs built exclusively for their departments. It has, in short, given them new selling impetus.

The foregoing are selected examples of the way the management of Joske's has learned to take advantage of radio's power to approach advertising needs and meet specific objectives in a different way. Joske's intends to keep radio working to attract more traffic, to increase sales, and to achieve other major objectives which may grow out of the store's needs, aims and policies.

## IN NEXT ISSUE:

### Joske's Beamed Program Technique.

## Recording Company's New Factory

The historic old house at Millers Point, Sydney, which The Recording Centre Pty. Ltd. converted into a factory ("BB" June 12). Ground floor houses presses, first floor the electrotyping process plant. Right: Two of the electroplating tanks with switchgear at rear.



### GIFT PARCELS FOR U.K.

The flow of gift parcels to the United Kingdom is showing no signs of diminishing and parcels are going forward at the rate of about 3,000,000 yearly, according to the Postmaster-General (Senator Cameron), who said that the Postal Department was making special endeavours to ship the parcels in an orderly flow and was utilising all space available on vessels sailing for the United Kingdom.

**74.54%**  
of the  
**TOTAL POPULATION**  
of  
**WESTERN AUSTRALIA**  
lives within  
**50 MILES**  
OF THE TRANSMITTERS  
of  
**6PM PERTH**  
**6AM NORTHAM**  
**6KG KALGOORLIE**  
**6GE GERALDTON**

### DUNSTAN, V.C., AT V.I.A. LUNCHEON

The monthly luncheon of the Victorian Institute of Advertising was held at the Victoria Palace, Melbourne, on June 12. In a short opening address, the president, Mr. D. Macdougall, after welcoming new members and interstate visitors, said that 68 new members had been admitted since February 1 last, and others were under consideration.

The guest speaker was Mr. W. Dunstan, V.C., general manager and secretary of the Herald and Weekly Times, Melbourne, and joint manager of the Australian Newsprint Pool.

In the course of a talk on Newsprint, Mr. Dunstan outlined the difficulties associated with the supply of the material.

### Vic. Stations Launch Extensive Food For Britain Drive

Under a general scheme recommended by the AFCBS, commercial stations throughout Victoria recently launched a campaign to speed food parcels to Britain. Through a women's voluntary association in England, the Federation has obtained the names of about 10,000 needy families. Stations are inviting listeners who are willing to donate parcels to write in to their local station, which will supply helpful posting and packing information, and in each case a card is supplied naming a particular family, which card is enclosed within the parcel. The card invites the English recipient to acknowledge receipt direct to the sender. Reports from the stations indicate that a remarkable response has already been made.

### SPONSORS

Capitalise on a market of spenders—ready and with the means to buy—when they have confidence in a sales message that sells them. That's where 4BU fits into your merchandising programme because 4BU's programmes and clear transmission hold the listener's interest and respect. 4BU is your obvious choice to cover Central Coastal Queensland.

**4BU**  
**BUNDABERG**

A unit of the Macquarie Network

Sydney Rep.: Macquarie.

Melb. Rep.: Macquarie.

### ANONYMOUS SPONSORSHIP OF CHURCH BROADCASTS

W. John Haysom Company Pty. Ltd. agency have contracted with 3XY Melbourne for 52 1-hour broadcasts on Sundays from 7-8 p.m., commencing July 6, for the broadcasting of church services of leading Protestant denominations. These sessions have been provided by a gentleman who wishes to remain anonymous, "So that the public of Victoria may have the benefit of Sunday evening services direct from the individual churches."

The A.B.C. cut out church broadcasts and Melbourne's anonymous sponsor was so concerned with the matter that he was prepared to devote a sum of money to arrange these sessions through commercial stations.

When interviewed on this unusual contract, Mr. W. John Haysom remarked that it had been said that a church broadcast is not a proposition for a commercial station. But as religion is one of the strongest influences in community life, he thought far more people are concerned with religion than commercial radio had ever accepted.

Mr. Haysom claimed that some clue to the acceptance of religious types of broadcasts could be gained from

the success of 3KZ's program, "Hymns of Prayer and Praise," which today rated very highly with the radio audience, and was responsible for a considerable amount of correspondence reaching that station. It also is anonymously sponsored.

W. John Haysom Company Pty. Ltd. have engaged Roland Strong, who has had considerable experience in church broadcasts with the A.B.C., to supervise the broadcasts from 3XY.

In aid of the Food for Britain appeal, a variety show named "Light and Bright" was staged at the Hawthorn Town Hall on Tuesday, June 10. John McMahon, program director of 3UZ compered the show. Supporting artists included Noella Cornish, and Bob Gibson and his Band.

### Industrial Head Supports Amateur Opera for Charity

A virile Melbourne amateur group, the Northern Light Opera Company, presented their final performance of the comic opera: "Anitra", at the Moonee Ponds Town Hall, on May 30.

The president of the company is Mr. C. D. Elder, chairman and managing director of Servex Industries Ltd., and at the conclusion of the performance, he presented a cheque for £60 (representing the proceeds of the night's entertainment) to the Mayor of Essendon, on behalf of the Food for Britain Appeal. Mr. Elder also presented a cheque for £200 to Mr. H. Barker, for the Essendon and District Memorial Hospital Appeal, being the proceeds of the first two nights' performances. Tributes were paid to Mr. C. Ellwood, who not only wrote the music of the opera, but also produced it.

### BROADCASTING STATIONS

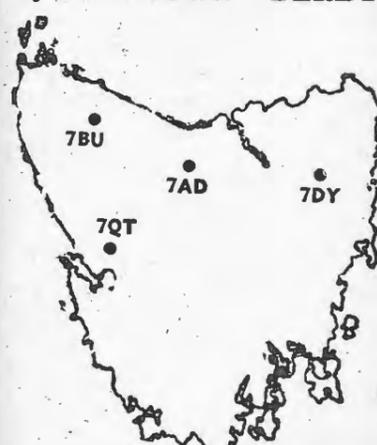
Contact Radionic Products for all your new, replacement and spare equipment. A high standard of technical knowledge and a thorough understanding of essential characteristics is our background in the manufacture of each article of RADIONIC EQUIPMENT.

**RADIONIC RPA PRODUCTS**

MEADOWBANK (SYDNEY) N.S.W.

'PHONE RYDE 243.

TASMANIAN COASTAL NETWORK  
**7BU 7AD**  
**BURNIE DEVONPORT**  
**7QT 7DY**  
**QUEENSTOWN DERBY**



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

**MR. TIME BUYER!.. Sales Result from Personalised Programs!**

Most 3XY programs are built around the personality presenting them... for that reason, they possess an intimate appeal to receptive audiences who enjoy these features. We have proved that Sales Messages directed through these channels find a ready response. May we discuss "3XY Time" with you?

**3XY**

163 Spring Street, Melbourne Central 6612

Sydney Rep.: Mr. Rick Barnes 42 Pitt Street. Phone BU 5995

# I Remember . . .

(By W. O. Richards, Managing Director  
The Weston Company)

## ABE and LOU HOLLANDER, of "Splashes Weekly" and Hollander and Govett Hoardings



"Splashes Weekly" was the first Weekly published in Sydney devoted wholly to the activities of society folk. The wining and dining at Paris House and other fashionable restaurants, the description of the frocks and jewels worn, and of gay parties, weddings, etc., were turkey and oyster sauce to women who had to spend their evenings at home sewing patches on the old man's pants.

"Splashes Weekly" was closed down during the 1914-18 war through inability to secure supplies of the British Art paper on which it was printed. Rather than produce it on poor quality super calendar or newsprint, the Hollanders reluctantly let it go. If, today, you could peep into the bottom drawer of some old clothes chest in our suburban homes, you would find copies of this beautifully printed Journal. Naturally enough, sentimental women cherish the reports of their weddings and the social functions in which they figured when they were young and gay.

Sam Johnston—one time Advertising Manager of the old Australian "Star"—looked after the Advertising Department. (Speaking of women's papers, I edited and published the first women's Monthly issued in Australia with a guaranteed circulation of 100,000. Every inch of advertising it could carry was sold in a few days' canvass, but only two issues appeared. I hadn't the time to give the necessary attention to it. In the enthusiasm of youth I was hopping about like a Willy-wagtail looking for succulent tit-bits that might lead to fame and fortune. I had no sooner started one thing than I was on to another.

Another publication, "The Dead Bird"—a sporting weekly, hatched some time before "Splashes Weekly", also specialised in describing the goings on of Sydney's elite. The most treasured possessions of the callow youth of the period were well-thumbed copies of this paper. It was issued from the office of the "Sunday Times" and the "Referee". "The Dead Bird" was about the sprightliest chook that

ever flew out of the windows of a newspaper office. The intimate, but vivid descriptions of the evening frocks worn by a few daring ladies who displayed an "over plus" of their "upper decks" were picturesque and ran close to the danger line. If any publisher dared print such stuff today, illustrated with such suggestive pictures, he would be shot on sight by Mr. Calwell, the Minister for Information. The London "Pink-un" was, by comparison, a Parish monthly. Eventually the police stepped in. The police had something to say to me about a paper I published some years ago—it was called "Exchange and Mart"—consisting wholly of classified advertising, and had a format similar to the London publication of a similar name. Shortly after the second issue was on the streets, a burly Sergeant of Police called on me.

"Are you the publisher of this Journal?" he asked, at the same time pushing a copy towards me.

I did not much like the tone of his voice.

"Anything wrong with it Sergeant? Truth to tell I haven't read it yet", I replied.

The Sergeant snapped back, "Well you had better cast your eye over some of the "For Sale" and "Wanted" advertisements."

As I read them my blood pressure jumped sky high (it would not be possible to give examples, the Editor would only run the blue pencil through them!). I had no redress against the boys who were responsible for filling the paper with the advertisements about which the Sergeant took umbrage. All names and addresses given in the advertisements were, of course, fictitious.

The Hollanders, the publishers of "Splashes Weekly" were Patrons of the Arts, excellent musicians, good sports, first nighters and good mixers.

I could never understand how they became interested in the "Double decker" abominations that served as hoardings in those days. As a means of concealing from view mounds of rubbish, worn out bedsteads, refuse

cans and the dilapidated backs of paint-starved houses, they certainly served some purpose. The Hollanders' offices were in keeping with the mental make up of the occupants. Softly lighted, richly carpeted, and furnished in excellent taste, they had a restful cloister-like atmosphere. When waiting in the outer office you heard in the near distance Liszt's Liebestraum or some other near classic being played on a 'cello by a master hand. It was brother Abe whiling away the time between calls.

Both Abe and Lou Hollander will be remembered by many who were desperately hard put to it keeping body and soul together. They were all things to all men and tried to do unto others as they would be done by. No man could ask for a finer epitaph.

## THE INVASION CONTINUES

Alarmed at the ever-increasing inroads by Government and semi-Government bodies into the normal functioning of private enterprise, the Brisbane Chamber of Commerce has decided to appoint a special standing committee to consider what action could be taken from time to time against this trend. The President, Mr. C. G. Sweetman, said recently that there was an obvious need for the public and business men to wake up to what was going on. He declared that the Government was gradually infiltrating into the realms of free enterprise by grasping a little bit here and a little bit there. Business men had been too much inclined to sit back and adopt the attitude that these various small steps taken from time to time, did not concern them.

If people were not very careful. Mr. Sweetman said, they would wake up one morning and find there was nothing at all left in the field of private enterprise. He instanced the acquisition of Qantas Empire Airways by the Federal Government and the proposals recently made by the Brisbane City Council to take over privately owned buses.

## I.R.E. VISIT N.S.W. GOVERNOR

His Excellency, Lt. Gen. J. Northcote, Governor of N.S.W., received the I.R.E. President, Lt. Cdr. Ray Allsop, deputy president Captain Oswald Mingay, vice-presidents M. H. Stevenson and T. P. Court, and general secretary Norman Gilmour at Government House on Wednesday, June 11. His Excellency was particularly impressed with the advancement made in electronics during the war

## Victorian Premier Guest of AFCBS

At the luncheon held at the Hotel Australia, Melbourne, on June 9, preceding the monthly meeting of the Victorian Section of the AFCBS, the guest of honour was the Victorian Premier, Mr. Cain. The invitation to the Premier was extended as part of the public relations promotion program, under which the aim is to acquaint public leaders with the community service functions of commercial broadcasting. During the previous month, the guest had been the Lord Mayor of Melbourne (Cr. R. Connelly).

In the course of a short address, Mr. Sid Morgan, senior vice-president of the Federation, and chairman of the Victorian section, stressed the value of the public welfare work undertaken by the commercial stations, and referred to the harmonious cooperation displayed by stations in their relations with Government departments and other public bodies.

## Australian Jazz Band For World Festival

Graeme Bell, who conducts the 3UZ session "Come in on the Beat", Wednesday nights, is shortly to leave with his Dixieland Jazz Band (one of the leading hot jazz bands in this country) for the World's Youth Festival in Czechoslovakia. Young artists, musicians, painters and athletes from every country will attend this Festival organised by the World Federation of Democratic Youth, which will be held from July 20 to August 17. Graeme Bell and his band will leave Australia on July 5. Following the Festival they will fulfil contracts in Amsterdam, Brussels, Paris, Zurich and England. There are also recording possibilities. An Australian tour is planned on the return of the band to this country.

## JUNIOR TALENT

Peters Ice Cream (Vic.) Limited, in addition to sponsoring the Peters' Pals program (1 hr. weekly), through 3AW Melbourne, have now signed up for 12 months for a further ¼ hr. weekly, as part of an ambitious move to provide further incentive to junior radio performers. The plan, announced by "Sally" of Junior 3AW, calls for a series of weekly concerts by Peters' Pals Entertainers from leading Melbourne suburban town halls, commencing on Thursday, June 26, from the Collingwood Town Hall.

# On and Off

By GEORGE MATTHEWS

CREDIT where, when and if accreditation is due . . .

Full marks to chairman Dudley Fegan (A.R.C. managing director) and secretary, Doug. Michelmore, for your organising and handling of Radio Recording and Production Association special general meeting, Cathcart House, Sydney, June 18.

Called at short notice, this meeting (reported on another page) resulted in a record roll-up, rush of applications for new and renewed membership.

Among opinions voiced: "Come as a complete surprise. Couldn't possibly tie up. . . ." "Merit, perhaps, in proposed standardisation of technical and production requirements, but not in this form. . . ."

"Accreditation might be desirable — not this way. . . ."

"We would be opposed to anything that would limit freedom in production. . . ."

"Is Federation prepared to insist on stations providing technical standards required of independent producers? . . ."

"Melbourne producers are not prepared to put their business into the hands of someone with axe to grind."

"There should have been a round-table conference between producers and stations before ultimatum was submitted."

"Federation should make application to become accredited to us."

"Stations already have all necessary powers to reject unacceptable programs."

**THREE B's:** Encountered separately within space of five minutes (2.20-2.25 p.m., June 18) prior to attending R.R.P.A. gathering already mentioned.

Bearded, Back from Africa, Better-transcriptions - even - that - those - which - went - before, well liked, Melbourne producer, Donovan Joyce (brother of Jim, Sydney artists' angel).

Balding, Back - from - Melbourne lately, "First Light Fraser" original star, Busily-engaged George Randall.

And (Believe it or not) "King of Cads" Arundel Nixon, Brushing through Sydney, Brisbane-bound, on way to start new theatre contract with Harry Wren Productions.

All three are doing magnificently. How am I myself? Well!

**THAT MAN AGAIN:** Sydney recording company, referred to in last week's short submission, is British Australian Programs Pty. Ltd.

Fellow called George Matthews has acquired share interest previously elsewhere owned. Mr. L. J. Hooker (L. J. Hooker Pty. Ltd.) seems likely to be new chairman of directors.

After dull period in transcription world, things are looking up. Congratulations to Grace (Queen of posh "King's Lynn" Elizabeth Bay Flats) Gibson for having landed yet another sale, "To the End of Time," (Bebarfald's, N.S.W.; Walton's Biscuits, S.A., etc.)

**SPEED:** Twelve perfectly-produced 10-minute serial episodes, "Spanish Gold," in two mornings (June 18 and 20).

Max Osbiston directed. Panellist Eden Rutter excelled herself on effects, effectively fixed incidental music. Recorder Bernard Frost superiorly supervised the sapphire.

Done at commercial recording studio, B.A.P.

By whom? None other than our worthy, appreciated competitors, the Australian Broadcasting Commission.

**RACY:** Well done, Claude Pickford (A.W.A.) for color spiel, shown me this week by writer Anthony Scott Veitch, boosting new serial, "Shenandoah, Champion of the Turf."

Inside is set out like newspaper story, with three-column race-finish picture captioned "Shenandoah Wins All the Way."

Only complaints I have are that photo of "A. J. Crompton" looks more like old friend Harvey Adams; hirsute "Doc." O'Bannion (on disc Lou Vernon) could be either John ("Sons of Matthew") O'Malley, or George (no longer "Tribune" literary editor) Farwell; and there's no mention whatever of author Veitch.

**NOT THIS ONE?:** Diggers' friend and supreme story-teller, Harry Yates, fixed with Northern Assurance manager, G. A. ("Sam") Mollison, June 20, for him to draw future N.S.W. Lottery.

Yates said best reply he received in song title contest for suitable answer to "Open the Door Richard" was: "Five Minutes More, Please, with Sue Sitty Sue."

John Pearce, former announcer at 2QM Deniliquin, has recently joined the staff of 3SH Swan Hill in a similar capacity.

Bess Nicol, of 3SH Swan Hill, sister of the well-known comedian, Don Nicol, recently raised the amount of £1,041 for the Swan Hill Hospital as Queen of Radio in a local competition.

## PROGRAM BUSINESS

Lining up with the 9.30 p.m. Wednesday and 9.30 p.m. Friday half-hour hit parades, broadcast under the title of "Clap Hands," 2UW now has scheduled "Turn Back the Clock" for 9.30 p.m. Mondays. "Clap Hands," compered by Leon Becker, presents the hit tunes of the week in a specially prepared continuity, with the accent on exclusive recordings received from overseas. "Turn Back the Clock" has been moulded on a session which is hitting the headlines in popular music on the air in America. It presents in each half-hour, four artists comparing their first recordings with their modern numbers.

"All In Fun," a new two unit quiz show will occupy the Monday 8 p.m. time channel over the Macquarie Network commencing July 7, replacing "Forgive and Forget." Popular comedian George Foster will M.C. the first unit, which is entitled "Scoop the Pool." Two married women are asked a quick-thinking question and the first to sound a buzzer receives the right to have first shot at the question. The winner gets the prize and goes into the following week's show, when she'll be "challenged" for her "champ" title by another member of the audience. Quizmaster John Dease, comperes the second half of the program, "20 and Out" A well-known panel, including cartoonist Jim Russell of "Smith's Weekly," ex-"Youth Speaks" debator Neville Hinds, actor Lou Vernon and prominent businessman Alfred George, play this streamlined version of the popular "animal, vegetable or mineral" game. After being given the clue, the panel must discover the subject within 20 questions to score a win. Listeners are invited to participate by sending in suitable subjects. Show will be directed by Eric Bush.

"Stage Door" 3XY station feature presented by John Storr, commenced with first broadcast on June 19, 8-8.30 p.m., session included interviews with three actresses at present in Melbourne—Virginia Barton, star of "Life with Father" at the Princess; Evie Hayes, star of the forthcoming "Annie Get Your Gun," at His Majesty's, and Candy Stevens, top billing star at the Tivoli. Each following session will include similar interviews, personalised parts and general information concerning the legitimate stage, with appropriate recordings interpolated.

Over £400 in penny votes was received by 3KZ recently in their "Penny Serenade" session, on the occasion of Ron Atholwood's recorded rendition of "Together". This brings him to the top of 3KZ's list. However, the voting is expected to show interesting alterations when the other announcers' vocal efforts are broadcast, carrying out their threat to compete against well known artists for listener's penny votes, proceeds of which are donated to the Austin Hospital. "Penny Serenade" is sponsored by Cadet Radio, whose account is serviced by O'Brien Publicity Pty. Ltd.

"Books are My Friends", formerly a Wednesday afternoon feature, conducted by Mr. George Sutton, and sponsored by Hutchinson & Co. (Publishers) Ltd., is now heard from 3UZ at 7.15-7.30 p.m. every Tuesday night. The session takes the form of a talk by Mr. Sutton, containing news, hints and details concerning books.

"Oscars" should somehow go to 2GB staff members for their Wednesday lunchtime staff show, when 40 or 50 of them get into the big studio and put on a really first class amateur show all of their own, to the apparent delight of a fair sized listening audience. Stenographers, office boys, technicians, and even members of the building staff have been "unearthed" as budding or old time entertainers. The show is the outcome of a request of members of the Macquarie staff social club for permission to use one of the studios for a weekly lunch-hour sing-song. The talent available amongst the "behind-the-scenes" employees came as a surprise to the management.

Adelaide station 5AD's "Your Opinion Please" was aired for the first time Sunday, June 14, at 6 p.m. Opinions of listeners are asked for in much the same way as a Letters to the Editor column. Eugene Lumbers writes a special script for two announcers who discuss the problem. Excellent letters have been received from listeners on problems such as meat deliveries, housing, picture theatre programs for children, road hogs, etc. It is likely the program, sponsored by Enfield Furnishers, will have to be extended from  $\frac{1}{4}$  to  $\frac{1}{2}$  an hour and aired on a week-night.

## Campaign Netts 111,000 New Licences

The Postmaster-General (Senator Cameron) has revealed that the complete returns of Broadcast Listeners' Licences for the month of May, shows that the total number of licensed listeners increased by 111,000 as a result of the special campaign which has been conducted against unlicensed listeners.

The greatest increase which has previously been recorded for a whole year was only 129,000.

Approximately 1,000 prosecutions will be launched in the next few weeks. More than 250 cases will be heard by Victorian Courts during July.

## J. R. LOVE BUY

### 4 QUARTER-HOURS WEEKLY

J. R. Love & Co. Pty. Limited (through Hansen-Rubensohn) have contracted with 2UE, Sydney, for 12 months for the sponsorship of "Heritage Hall" to be broadcast Monday to Thursday at 6.30 p.m. commencing July 21.

In every State of the Commonwealth except New South Wales this feature has been sponsored by a large furniture firm operating in all States except N.S.W.

"Heritage Hall" is the story of an Orphanage and its matron lovely young Judy Clark. When Judy finds a mysterious stranger lying unconscious upon the Hall's doorstep she takes him in and cares for him without first obtaining the authority of the Orphanage Board. On this pretext the Chairman of the Board who has his eye on Judy's job for his niece, has her dismissed from her position, much to the distress of the orphans, and the townspeople generally.

Mary Ward plays the leading role of Judy Clark and is supported by James Grant, Margaret Lee, Gaston Mervale, David Hunt, Ngaire Thompson, Reginald Coldsworthy, David Reid, William Tainsh and other Victorian artists.

Two recent additions to 3DB's announcing staff include John Curtis and Geoff. McComas. The former was with the A.B.C. before he enlisted in the A.I.F. in 1940. After his discharge in 1945, he joined the short wave division of the Department of Information. He is now heard in 3DB news sessions and as narrator in dramatic productions. Geoff. McComas has been with 3BA (Ballarat) for the past two years.

## AGENCIES

Mr. A. N. Kemsley, director, United Service Publicity, Melbourne, left for Adelaide on June 23. Travelling by car, he stopped en route at Ballarat and Nhill, where he delivered talks in his capacity as a member of the Town and Country Planning Board of Victoria. His trip was expected to take about eight days in all.

Gerry Bride, general manager of Goldberg's Advertising, Melbourne, returned last week from a business trip to Adelaide. He is now residing at Mt. Martha, and enjoys this beauty spot, in spite of the distance from the city.

It is announced by Mr. J. F. Barnes, chairman of United Service Publicity Pty. Ltd., that Messrs. Harper Wilson and C. D. Morris have been appointed associate directors. As radio and production managers respectively, they have been with the agency since its inception.

Mr. Ray Walters, a director of Willmott Advertising Agency in charge of radio, has returned to Sydney after a three months' visit to the United States.

Mr. Harry P. Clark, of the 2GB sales staff, will be across the other side of the counter, effective from July 1, when he joins the Russell-Morris Advertising Agency in Sydney. Mr. Clark becomes a director of the firm.

Mr. Reg Olsen, previously with Noble Bartlett Advertising Co., recently joined the staff of Pollock Advertising Agency as chief of the radio department and also as an executive of the agency. He is also being congratulated on the recent family addition—a son.

Mr. Noel V. Nixon, managing director of N. V. Nixon & Co. Pty. Ltd., Melbourne, made a quick business trip to Sydney and Brisbane recently.

## REPRESENTATIVES.

Several changes in various station representation in Sydney and Melbourne have recently been announced.

The Queensland Network, comprising stations 4BC, 4SB, 4GR, 4MB and 4RO, advise that as from July 1, the network will be represented in Melbourne and the southern States by Mr. E. P. L. Jeffrey, at Collins Court, 3rd Floor, 370 Little Collins Street, Melbourne. The phone number is MU 3115, box number 1914R, G.P.O., Melbourne. Mr. Jeffrey, former sales manager, has resigned from 3AW. He will also represent 4ZR, 4AY and 2MW. O. P. Sellers (Geo. Edwards-Columbias-Productions) as well as a number of Queensland provincial newspapers.

## More Shop-Window Program Promotion In Sydney



Providing good publicity for their new 2CH sponsorship, "The Playhouse of Favourites," Anthony Hordern and Sons, Sydney, co-operated with press publicity and window displays. "The Playhouse of Favourites" is a dramatic program in which many of the best known works of famous authors are presented in half-hour plays. Dickens, George Elliot, Oliver Goldsmith, Thackeray, Longfellow, Victor Hugo, Jane Austin, Robert Louis Stephenson, Emile Zola, Tolstoy and Dumas are among the authors featured. Picture shows one of two effective window displays at Anthony Hordern's using enlarged photographs supplied by 2CH. One of the displays was in Pitt St., the other in George St.

## BROADCASTING BOOKINGS

Walton's Ltd. (Adelaide) have signed a 52 weeks' contract with 5KA (through Clem Taylor Advertising Service) for Grace Gibson Productions' "Till the End of Time," half-hours Monday 9-9.30 p.m., with re-play Wednesday, 4.15-4.45 p.m.

Bread Manufacturers of Sth. Aust. have contracted with stations 5AD and 5KA for two musical sessions on Thursday and Wednesday afternoons respectively, and each of 52 weeks' duration. Account handled by Clem Taylor Advertising Service Ltd.

Carlton United Breweries, 12 months, the "Diggers' Sessions" over 3SH (3hr.), and a 3hr. each through 3HA and 3TR. (Paton Advertising Service.)

Rola Co., Aust., Pty. Ltd., "Rola Radio Newsreel" from June 29, through 3DB (Melbourne), relayed to 2UE (Sydney) and 5AD (Adelaide). 52 x 15 mins. (Patent.)

Trevitt's Pharmacy, of Goulburn, renewed with 2GN, 12 months sponsoring the A.W.A. transcription series, "Beyond the Setting Sun".

J. Cody & Sons, builders' supply merchants, of Goulburn, renewed on 2GN, Sunday evening feature, "Around the Bandstand".

Harris Ties, of Goulburn, signed for 12 months, 2GN, 52 quarter-hour episodes of "The East India Company", Sundays, 6.30 p.m.

Pink Pages Telephone Directory (E. H. O'Brien Pty. Ltd.), 25 word announcements 3DB, 3KZ, 3AW and 3UZ, commenced May 26. (O'Brien Publicity Pty. Ltd.)

Excelsior Trading Co. (Swing Razors) 3KZ 7 p.m. Sunday News Service, commenced June 1, for 52 weeks. (Paton's Advertising Service Pty. Ltd.)

Caffey's Spring Works, from 3KZ Sundays, 9-9.30 a.m. Half hour of "hits," for 52 weeks. (Carden Advertising.)

Spencer Jackson, real estate agent, is sponsoring the Sunday Sportlight Roundup of all sporting results, from 3AW 9.15-10 a.m. Account is serviced by John Clemenger Pty. Ltd.

The Central Western Network (stations 2LT, 2LM, 2MG and 2PK) are now being represented exclusively in all States by Macquarie Broadcasting Services Pty. Ltd. Representation in Sydney, Melbourne and Brisbane of station 7LA, Launceston, has reverted to the Broadcasting Department of Amalgamated Wireless (A'asia) Ltd.

Stanford Allan, newspaper and radio representative in Melbourne, will be visiting Sydney for about a fortnight on a business trip from July 12.

R. Haigh-Muir, Melbourne representative of 2WG (Wagga) is also representing 2CK (Cessnock) now, at 495 Collins Street.

## Western Australia

### CHARCOAL IRON

Mr. Alexander J. Gibson of Julius Poole & Gibson, Chartered Engineers of Sydney, has been appointed a Royal Commissioner to enquire into the working and management of the West Australian Government Railways. Mr. Gibson arrived in Perth early in June at the request of the Government to investigate the Wundowie charcoal iron industry; at the conclusion of this investigation he will commence the railways management enquiry.

### DUNLOP'S W.A. FACTORY

The Minister for Industrial Development (Mr. Watts) said recently that Dunlop Rubber Australia Ltd. was proceeding immediately with the establishment of a factory in Western Australia. The company will install its own 50 cycle generating plant pending the completion of the new power house at South Fremantle. When Mr. W. A. Bartlett, chairman and general manager of the company, visited Perth last Easter he was very much impressed with the future prospects of this state.

### SPECIAL TRAINEES

Twenty trainees of the Ministry of Post War Reconstruction left Perth by train early in June for Melbourne, where they will undergo special training in aeronautical radio work. Of the 90 chosen in the Commonwealth for this highly specialised training West Australia supplied 20 students.

### KATANNING WATER SUPPLY

At a recent meeting, the Katanning Road Board agreed to accept the Governments proposal to take control of the Katanning water supply and carry out urgently needed extensions to the existing service. Extensions planned will increase the holding capacity of the town reservoir to 55,000,000 gallons at an estimated cost of £16,000. It is expected that the work will be commenced in September and completed in June 1948.

### RAIL, TRAMS TO DIVIDE

The State Cabinet has decided that the Railways & Tramways departments should be separately controlled, in each case under a board of management. The Minister for Railways (Mr. Seward) announced that legislation to give effect to the new policy would be introduced during the coming session of Parliament.

### BASC LUNCHEON

At the Brisbane Advertising Social Club's fortnightly luncheon at McDonnell's Cafe, Edward Street, Brisbane, on Wednesday, June 11, Mr. R. T. Hinkley, lecturer in electronics at the Queensland University, addressed members on a preview of future electronic development.

The Brisbane Advertising Social Club, formed in 1939 by young men in the advertising and allied professions in Brisbane, but interrupted during the war, was revived towards the close of 1946.

Queensland

WEALTH ON THE DOWNS

Early June brought great farming activity on the Darling Downs, following the good rains which fell during May. There is intense activity in the sowing of winter crops. It is reported that it is many years since the prospects for wheat-growing in Queensland were so bright as they are at present. Well over 500,000 acres will be planted. A great deal of harvesting of sorghum and millet crops is also going on in the Downs district. These crops have grown prolifically since the beginning of this year, when the first good rains fell. In many cases, two harvestings have been made in the one field and millions of bushels have been gathered.

SOFTWOODS PLANTATION

A softwood plantation is to be established by the Queensland Forestry Department at an early date at Byfield, 45 miles from Rockhampton. From 5,000 to 6,000 acres will be planted, with such timbers as Pinus Insularis and Pinus Caribana.

MECHANISED LOADING

The Mackay Harbour Board has decided to mechanise sugar loading equipment at the port of Mackay. The local waterside employment committee is reported to have recommended the mechanisation to the Harbour Board, stating that the local waterside workers were 100% in favour of mechanisation.

AIR SERVICES

Plans for a State-wide network of feeder air services are being prepared by several air line companies which operate in Queensland. The companies concerned in the proposed aerial development are Australian National Airways, Aircrafts Pty. Ltd., Qantas and Queensland Flying Services. The first of the new services to operate will probably be that of the Queensland Flying Services, who propose to start a daily service to Toowoomba and back early in July, with an eight-passenger plane. A.N.A. is interested in a service to Toowoomba and all western areas, and later desires to extend to the northward. Aircrafts Pty. Ltd. is seeking to extend its present route and hopes to fly from Rockhampton to Longreach, from Brisbane to Warwick, Goondiwindi and St. George and from Brisbane to Oakey, Roma and Charleville, with the machine operating the Brisbane-St. George route linking up with Butler Air Transport Co.'s machine at either St. George or Goondiwindi, enabling passengers to travel through N.S.W.

SILVER LEAD FIND

A report from Cairns, early in June, stated that what promises to be a valuable silver-lead field has been located in the Etheridge mineral belt, a few miles south of Eveleigh Post Office, on the cattle holding of Rochdale.

RECORD WOOL CHEQUE

Queensland's wool cheque up to the end of May, from this season's wool sales in Brisbane, reached almost £15,000,000, including the estimated £5,500,000 for the closing weeks' sales for the month. With 45,000 to 50,000 bales to be sold in June, to finish the season, total receipts for 1946/7 were estimated as certain to exceed £16 million. This compares with £12½ million for the previous season's wool sales.

COTTON GROWING

Queensland, the only cotton growing State of the Commonwealth, will this year produce a maximum of 2,500 bales of raw cotton, compared with a normal crop in pre-war years of from 12,000 to 15,000 bales, it was authoritatively stated in Brisbane recently. The drought in the cotton growing belt last year seriously restricted planting, and the resultant crop, which is now being picked, is two months late. The target set for the year was between 5,000 and 6,000 bales from 18,000 acres.

MORE FACTORY EMPLOYEES

Queensland factory employees whose numbers broke all previous records in the first post war year, have gone on increasing at an accelerated rate during this year, according to the acting Government Statistician, Mr. S. E. Solomon, when he recently released his survey of 1945-46 factory operations. The survey reveals that the greater part of the huge wartime rise in total Queensland factory output had been preserved, so that in the first year of readjustment to peacetime trading almost £91½ million was available from the sale of products ranging from bread and cheese and sugar to sawn pine. The immediate pre-war level had been less than £63½ million. The number of small businesses in Queensland is rapidly increasing, though it has not yet fully recovered from the heavy decline early in the war. The actual pay out to labor, excluding what working proprietors have received, has passed £18 million. Before the war it was less than £11 million.

BUILDING BOOM

In spite of building material shortages in Queensland, as in all States of the Commonwealth, two leading cities, in Toowoomba and Townsville, both reported record building activity for the month of May. At Townsville the City Council approved of the erection of buildings estimated to cost £26,479, of which amount dwellings would absorb £24,124. At Toowoomba, the City Council during May granted permits for new buildings and other buildings, and for alterations and additions to a value of £71,546. Of this total, 57 new dwellings were estimated to cost £56,966.

NTH. Q'LAND PROSPERITY

Further evidence of North Queensland prosperity is contained in a report from Cairns, which says that recently, shareholders of the Mulgrave Central Mill Co. Ltd., decided at their annual meeting to approve of the expenditure of £70,000 for improvements in the mill plant. The chairman of the company, Mr. E. M. Bennett, reported that the company's bankers were prepared to make available £70,000 for this work. The mill anticipated crushing 142,000 tons of cane in the present season.

FRUIT PROCESSING

Fruit processing has started at the C.O.D.'s new cannery at Northgate, near Brisbane. Estimated production during the season is 5,000 tons. When final installations are made in September, the cost of the enterprise will be about £330,000. The cannery will employ, fully staffed, 150 women and about 50 men.

TEXTILE FACTORY

English textile firm of Lester and Harris Pty. Ltd. expects to begin work on a new factory in Toowoomba before the end of this year. The firm has bought 22½ acres of land on the western outskirts of Toowoomba and has appointed an architect to prepare plans for the factory, which will probably employ more than 100 workers when it begins.

TO SUPPLY SYDNEY MARKET

Bowen tomatoes, which are famous all over Australia, should soon be arriving in Sydney, almost with the Bowen dew still on them. Negotiations are going ahead for the conveyance of Bowen tomatoes, fruit and other vegetables from the far north of Queensland to the Sydney market by air transport.

Victoria

£10 MILLION FOR VIC. SCHOOLS

To assist in making a satisfactory functioning of the Victorian Educational System for the next ten years a minimum outlay of £10 million will be required to provide for renovations, modernising and additional accommodation. This was stated in a report made by the Chief Inspector of Primary Schools and tabled in the Victorian Parliament by the Minister for Education. Another fact in the report was that 222,000 children had deposits totalling almost £500,000 in the school banks at June 30, 1946.

BOILERS WORTH £2 MILLION

Required for future operation of the two 50,000 KW turbo generators recently ordered, six huge boilers costing £2,047,934 have been ordered by the Victorian State Electricity Commission for the Yallourn power station.

The successful tenderer was John Thompson (Aust.) Pty. Ltd. Two thirds of the new plant would be manufactured in Australia, the remainder being obtained from England.

U.K. FIRM MAY START RUBBER PLANT

The possibility of setting up a factory to process rubber in Australia, is being studied by Mr. F. M. McIntyre, general manager, Wilkinson Linatex Co., London, who arrived in Melbourne on June 17. Associated with Harrisons and Crossfield Ltd. of England, Mr. McIntyre's company has branches in America, Canada and South Africa, with the principal plant in Malaya.

South Australia

GREAT INDUSTRIAL FUTURE

Mr. T. Anderson of Anderson Jewell & Associates of Melbourne, when recently in Adelaide, stated that the exploitation of South Australia's uranium deposits and Leigh Creek coalfield would eventually enable her to rival Victoria as an industrial state. Mr. Anderson said that the war had proved that the industrial stability of South Australia was an asset lacking elsewhere in the Commonwealth. Munitions works in Victoria and New South Wales had returned figures of 3 and 1.8 units of manhour production as against the 4 units returned by Salisbury Munition works. These figures had had a great effect in attracting British capital to the State of South Australia.

MUNITIONS LABORATORY

Development of an Adelaide branch of the Munition Supply Laboratories, which will be at Tinsbury, was announced recently, by the Minister for Munitions, Senator Armstrong. The Laboratories will take five years to complete and involve installation of plant costing £100,000 in buildings valued at £30,000.

NEW FACTORY FOR RENMARK

Plans for the erection of a factory at Renmark at an estimated cost of £15,000 were approved early this month, June, at a meeting of the Renmark Corporation. The application was made by the Moray Park Fruit Co. Ltd., which intended to produce crystallised fruit. In full production, the factory should engage between 60 and 70 employees.

S.A. FACTORY OUTPUT UP

Despite fuel and raw material difficulties, South Australian factories in 1945/46 were able to maintain a tremendous output of goods, which for the year were valued at £66,232,000. This was an improvement of over £1 million on the previous year, and only £1.3 million less than the wartime peak of 1942/3. The Government Statist says that the number of reporting factories reached a record of 2,395 compared with 2,182 in 1944/45, and 2,067 in 1938/39. Metals and engineering trades were easily the most important industrial group, producing goods worth £25,700,000 out of the total output.

EXPORTS OF S.A. CITRUS FRUITS

Sixteen thousand cases of citrus fruits would be leaving Port Adelaide for Singapore at the end of June, it was announced in Adelaide on June 10. This is nearly half of the total exported to the Far East last year. So far post-war trade has been without competition from other previous sources, and it would not do to assess the long-range value of these outlets entirely on the basis of existing non-competitive conditions, but there is reason to hope that the potential absorptive capacity of the Far Eastern markets for S.A. oranges would exceed their pre-war level.

PORT PIRIE EXPORTS

Interesting comparison of port loadings are revealed in a report of Port Pirie shipping for the month of May. Of the 13 ships handled in the port, nine were overseas vessels, and only four inter-staters. Overseas shipments of lead totalled 14,250 tons. Only 3,500 tons went inter-state and 868 tons to Port Adelaide. Wheat

RICHARDS INDUSTRIES EXPANSION

Richards Industries Ltd., motor body builders, proposes to raise £175,000 new capital by the issue of 59,915 ordinary £1 shares and 230,170 B ordinary 10/- shares. New capital is required to cover cost of reconversion from wartime to a greatly expanded peace-time production program. Manufacturing plans envisage an increased Australian content in cars and trucks on a progressive basis, in addition to an enlarged output of car and truck bodies. In common with many other manufacturers, losses are being sustained in the present change-over period, directors state, but the volume of business offering justifies the belief that future operations of the company can achieve satisfactory results for shareholders.

Tasmania

LAUNCESTON FACTORY OPENED

On Monday, June 2, the Premier of Tasmania, Mr. Cosgrove, opened in Launceston the pharmaceutical products and sweets factory of the Kent-Sippe Corporation. With its subsidiary companies, Mowbray Pty. Ltd., Beaumont Pty. Ltd., and Candycraft Pty. Ltd., the corporation is producing pharmaceutical and confectionery tablets, household dyes and sweets. The modern tablet compressing machinery has a capacity of 3,500,000 tablets a week. The factory, built with reinforced concrete, occupies an area of 750 square yards and has a staff of 32.

NEW H.E.C. GENERATOR

The Tasmanian Hydro-Electric Commission has ordered an additional 21,000 h.p. generator for Tarraleah. This will be the sixth set installed in the station and will make a total installed capacity of 126,000 h.p. Delivery of the new plant is expected to be made in 1950.

MODERN ALL-ELECTRIC SAWMILL

The 300 h.p. all-electric sawmill, established at a cost of about £8,000 by Mr. C. H. Tutton in the Denison River Valley, is probably the most modern bush mill of its kind in Tasmania. The mill produces about 30,000 feet of sawn timber weekly for making fruit containers. The mill is an adjunct to the Standard Case Co. at Huonville. With a total employment of 80 men at the mill and at Huonville the company, with a monthly payroll of £1,600, contributes largely to the industrial prosperity of the district.

shipped to Brisbane totalled 10,200 tons for the month.

## Purely Personal

A party given by Kiwi members of 2UE (Sydney) staff for the "All Blacks", was an outstanding success. Managers Strang and McKenzie brought the whole team along, and New Zealanders Ron Beck, Bill Moloney, "Scrim", Stan Coleman and Bill Honeyfield regaled Dick Bentley, Paul Jacklin, Harry Yates, Margaret Kirby, Barbara Woodward and other Australians, with every known (and unknown) All Black epic, while Mr. Justice Herron (N.S.W. Rugby Union President) and Mr. J. Taylor (N.Z. Trade Commissioner) did their best to see that the feats were all kept within the bounds of possibility. After the party the "All Blacks" took part in a Protex "Leave Pass" program at the Sydney Radio Theatre.

Mr. Ron Beck, general manager of Colgate-Palmolive Radio Unit, has returned from a successful business trip to N.Z., where he successfully negotiated for a Jack Davey show and a Jack Burgess show to take the air in a National hook-up on the 4ZB Commercial Stations as from July 1.

Dick Hyde, Business Manager and Producer attached to the Colgate-Palmolive Radio Unit, has tendered his resignation to take effect from the end of this month.

Well-known radio station representative, Fred Thompson, was responsible for a couple of well-aimed quips at the 21 Club luncheon in Sydney last week when proposing the toast to visitors W. G. Rogers, head of British Medical Laboratories and inventor of Ford Pills, and Messrs. Albert Russell and Keith Morris, of the Russell-Morris advertising agency. Fred referred to "Bill" Rogers' 100-acre farm at Wilberforce but hastened to add that it was not for the purpose of growing bitter apples! Speaking of Albert Russell's long and versatile career in broadcasting, Fred said that it would appear that "Albert has been E-V-E-R-Y-W-H-E-R-E in radio." Two of the best known slogans on the air were accidents, Albert Russell revealed later to 21 Club members. He told how he was recording one day at Columbia and fluffed badly. Involuntarily he exclaimed "Blast it everywhere!" "O.K. Leave that in," Mr. Rogers ordered and so was born the "sold e-v-e-r-y-w-h-e-r-e" slogan of Ford Pills. The rhythmic spelling of Menthoids now so well known in those commercials was discovered by accident at a conference one day and again Mr. Rogers had said, "O.K., keep it that way."

The drinks around Sydney town were on Bernie Stapleton, popular general manager of 2SM, a couple of ago when his horse, Raceme, raced home a clear and profitable winner at Randwick. It was a well-deserved win, for Raceme—trained by brother Joe Stapleton incidentally—had been trying very hard to reach that winning post for several months.



Mr. Reg. S. Nugent, who has recently joined the sales staff of 3UZ, has a splendid commercial background, including executive experience with one of Australia's leading retailers in both Melbourne and Sydney. He is a member of the Melbourne Rowing Club.

## Spotlighting EVENTS

July 2: W.A. Institute of Advertising (Inc.)—Monthly General Meeting, Withnell Chambers, Perth, 1.30 p.m.

JULY 7: Lecture by Mr. R. E. Lane, "Radio Timeselling," at 2GZ studios Sydney.

JULY 15: Victorian Institute of Advertising, half yearly dinner, Victoria Palace, Melbourne.

JULY 21: Lecture by Mr. R. F. Leggatt, "Radio Merchandising" at 2GZ studios, Sydney.

JULY 22-23: AAAA, Federal Executive meeting, Brisbane.

AUGUST 4: Lecture by Mr. J. E. Ridley, "Radio Broadcasting Station Organisation," at 2GZ studios, Sydney.

AUGUST 18: Lecture by V. M. Brooker of A.W.A. on "History of Recording as applied to Radio", 2GZ Studios, Hosking Place, Sydney.

SEPTEMBER 2: BREIF Club Ball, Wentworth Hotel, Sydney.

OCTOBER 6-10: AAAA annual conference, Hotel Australia, Melbourne.

NOVEMBER 10-17: Broadcasting Federation's Annual Convention, Jervis Bay.

The well-known Australian composer, Mr. Cyril Jenkins, of Melbourne, who is visiting America mainly to attend the production of his works by the famous Mormon Tabernacle Choir at Salt Lake City on June 29, is doing much to spread the influence of Australian music in America. It is learned that Mr. Eugene Ormandy, conductor of the Philadelphia Orchestra, has agreed to produce two of Mr. Jenkins' works in the coming season.

Mr. J. D. Adermann, manager of Longreach station 4LG in Central Queensland, is visiting the southern States. After spending a few days in Brisbane, Mr. Adermann went through to Sydney, where he stayed a week before continuing to Melbourne. An ex-Squadron Leader of the RAAF, Mr. Adermann is comparatively new to the broadcasting business, but brings to his job a bustling energy which speaks well for the continued success of 4LG.

Dr. Arthur Smithies, believed to be the only Australian in the U.S. Government service, is at present visiting his parents in Tasmania. Dr. Smithies is head of the Economics Branch of the Bureau of the Budget, which is part of the executive office of the American President.

Mr. V. M. Brooker, of A.W.A. headquarters in Sydney, arrived in Melbourne on June 18 and expected to stay two or three weeks there on business.

C. R. Dodd, formerly chief announcer and sales manager for 2AD (Armidale) has joined the 2GB-Macquarie Sales Department.

Brian Wright, of the 2GB announcing staff, has resigned to accept an executive position with Lintas. During the "2GB Staff Show" broadcast last Wednesday, he was farewelled by assistant manager, Bert Button, and presented with a gift on behalf of the staff.

Mrs. W. J. Stelzer, founder and president of the "2GB Happiness Club", celebrated this week, 20 years of unbroken service with the station. Her club now has over 20,000 members with 61 active branches in Sydney and Newcastle.

## 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, GPO, Sydney, the charge for incorporation of this is at the rate of nine words. Cash with order, no charge accounts.

### POSITION WANTED

ANNOUNCER - COPYWRITER, program arranger with sales experience and O.B. work desires position with broadcasting station. Previously associated with progressive country station. Prepared to go anywhere. Replies to No. 44, c/- BROADCASTING BUSINESS, Box 3765 G.P.O., Sydney.

### RADIO LICENCES, APRIL 1947

Licence totals for single sets are shown in the first column of figures, with additional supplementary licences (for "second sets," etc.) in brackets in the second column.

**NEW SOUTH WALES**  
New Issues . . . . . 5,945 (844)  
Renewals . . . . . 37,426 (1,568)  
Cancellations . . . . . 4,373 (145)  
In force at 30/4/47 . . . . . 587,373 (31,012)  
Increase . . . . . +1,572 (+699)  
Licence % to population 19.94 —

**VICTORIA**  
New Issues . . . . . 3,453 (213)  
Renewals . . . . . 27,538 (1,392)  
Cancellations . . . . . 2,590 —  
In force at 30/4/47 . . . . . 415,241 (20,405)  
Increase . . . . . +863 (+213)  
Licence % to population 20.39 —

**QUEENSLAND**  
New Issues . . . . . 2,681 (120)  
Renewals . . . . . 12,653 (285)  
Cancellations . . . . . 1,467 (84)  
In force at 30/4/47 . . . . . 202,070 (5,589)  
Increase . . . . . +214 (+36)  
Licence % to population 18.46 —

**SOUTH AUSTRALIA**  
New Issues . . . . . 1,513 (285)  
Renewals . . . . . 11,216 (869)  
Cancellations . . . . . 371 —  
In force at 30/4/47 . . . . . 160,535 (14,211)  
Increase . . . . . +1,142 (+285)  
Licence % to population 24.92 —

**WESTERN AUSTRALIA**  
New Issues . . . . . 938 (115)  
Renewals . . . . . 7,845 (342)  
Cancellations . . . . . 10 (13)  
In force at 30/4/47 . . . . . 107,755 (5,382)  
Increase . . . . . +928 (+102)  
Licence % to population 21.75 —

**TASMANIA**  
New Issues . . . . . 649 (120)  
Renewals . . . . . 3,689 (163)  
Cancellations . . . . . 303 (26)  
In force at 30/4/47 . . . . . 53,023 (3,476)  
Increase . . . . . +346 (+94)  
Licence % to population 21.02 —

**COMMONWEALTH**  
New Issues . . . . . 15,179 (1,697)  
Renewals . . . . . 100,367 (4,619)  
Cancellations . . . . . 9,114 (268)  
In force at 30/4/47 . . . . . 1,525,997 (80,075)  
Increase . . . . . +6,065 (+1,429)  
Licence % to population 20.43 —

In a letter to Tony McFayden of 2UE, Sydney, Ronald Morse says he believes broadcasting in South Africa has a wonderful future before it. He has joined the S.A.B.C. as studio manager at Johannesburg. In association with three B.B.C. commentators, Geoff Bridson, Vaughan Thomas and Robert Dunnett, Morse covered the Royal tour of South Africa and is also doing specialist recording and film commentaries for the B.B.C.



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Sydney Representative: S. O. CLARKE, c/- Western Newspapers, 56 Young St. 'Phone: BW 7283.

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Queensland Market Data Section — See Page 19

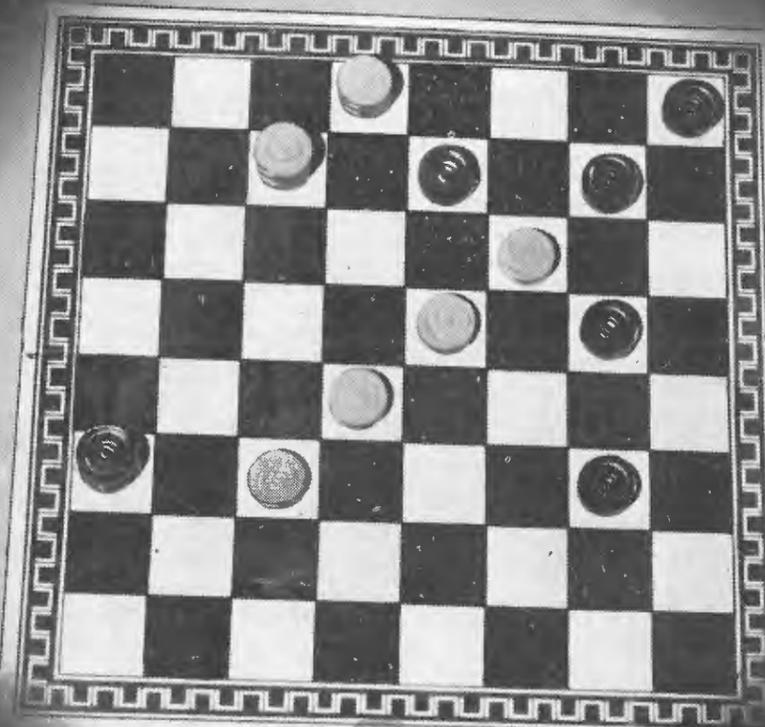
# BROADCASTING BUSINESS

VOL. XV, No. 26  
(455th Issue)

Thursday  
JULY 10, 1947

Incorporating "Commercial Broadcasting"

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



*It's Your Move\*  
.... To Win!*

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# 2UW

*(Most People Listen Most To 2UW)*

\* A pretty problem, this: white to move and win in seven moves.

