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# BROADCASTING BUSINESS

Vol. XV, No. 16

445th Issue

Thursday,  
February 20, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers—  
**A Problem in Trousers!**



SOME fellers always seem to be in trouble.

*Like the old chap I heard of yesterday. He was complaining of his arthritis. "Every time I bend over," he said, "and stretch my hands down to my knees and then pull them up again, I get the most terrible pains."*

*"Why do it, then?" his pal asked.*

*"You tell me," the old chap said, "how else I can get my pants on."*

The old boy had a problem—but somebody with "know how" could have set up for him a neat "step-in" arrangement fixed to the foot of his bed.

It's "know how" that does the trick, always—and in radio today, with everybody flat out after results, "know how" is a "must."

That's why so many of the big boys—and the little chaps, too—are looking for time on 2UW . . . because the 2UW "know how" came the hard way—from years an' years of the experience of success.

The 2UW "know how," in fact, is the real reason why

*most people listen to*  
**2UW**



# IT'S THE LOCAL IMPACT WITH THE LOCAL STATION THAT COUNTS

THE ADVERTISER WHO WANTS AUDIENCE AND RESULTS MUST INCLUDE THESE STATIONS IN THE CAMPAIGN:

- |                   |                 |                |                |
|-------------------|-----------------|----------------|----------------|
| 2AY<br>ALBURY     | 2GN<br>GOULBURN | 2GF<br>GRAFTON | 3BO<br>BENDIGO |
| 4TO<br>TOWNSVILLE | 4CA<br>CAIRNS   | 4WK<br>WARWICK | 4MK<br>MACKAY  |

All of these stations dominate the area they serve, each is most listened to locally. There is only one way to cover, completely and economically, each of these important markets and that's with the Network listed above. In each centre, in clearly defined areas, are the people, the sales potential and the medium for effectively presenting your merchandising message. Collectively they tie in some of the Most Important Markets together in an overall sales pattern that makes sense.



All particulars from:

**AMALGAMATED WIRELESS (AUSTRALASIA) 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, FEBRUARY 20, 1947

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## EDITORIAL

### The Griffith Plan

Probably "the Griffith Plan" will never make broadcasting history, but it will serve to illustrate how sometimes a fatuous idea can be made to gain the serious attention of serious men.

"The Griffith Plan" is an idea submitted by one, Mr. Norman Griffith to the Parliamentary Standing Committee on Broadcasting on how the Australian Broadcasting Commission's costly national service might be financed.

It envisages the payment by commercial stations of a special entertainment tax or levy on all sponsored programs, with a second string to the (long) bow of a tax on radio receivers.

Both these ideas are fundamentally unsound but that did not prevent the Parliamentary Standing Committee on Broadcasting viewing them with sufficient interest to specifically seek out comment upon them from the Australian Broadcasting Commission and from the Australian Federation of Commercial Broadcasting Stations—the chairman of the PSCB having submitted the propositions in writing to the ABC and to the Federation for that purpose. Undoubtedly, later on, the Federation will be expected to express an opinion on the Griffith "plan."

In the meantime, however, the ABC chairman, Mr. R. J. Boyer, very neatly disposed of Mr. Griffith's ideas in the course of his evidence last week before the PSCB. He said (see page 16 this issue) that if the commercial system in Australia owes anything over and above what it is already contributing to community funds, then such contribution should go direct into the national exchequer for general purposes in a similar manner to the contributions of any other businesses or individuals. He said also that the national service should not as a matter of principle derive its revenue from a section or particular interest in the community. And dealing with Mr. Griffith's other idea of taxing radio receivers, Mr. Boyer pointed out the very obvious error of such thinking in that such a tax could apply only in the case of the purchase of new receivers and could not reach the million and a half already radio-equipped homes.

It is difficult to imagine what further argument or reaction to the Griffith Plan the commercial stations or any other people with a knowledge of the broadcasting field could advance if called upon so to do by the Parliamentary Committee.

The proper and ample financing of the national broadcasting system in Australia is a matter of very great importance and the new Parliamentary Standing Committee on Broadcasting is wise in having made it the first problem for investigation. The ABC through its chairman, Mr. Boyer, and general manager, Mr. C. J. Moses, last week presented to the Committee a comprehensive case for the granting of an extra 5/- (making 17/- in all) out of the listeners' licence fees to meet the present requirements of financing the national service. They made it clear that if we are to have a national service in addition to the commercial stations, that service must be able to fulfil its responsibilities in broadcasting. To perform that obligation it must have adequate finance. They also made it clear that the intrusion of sponsored programs in the national service would necessarily be detrimental to the ideas and principles of national broadcasting.

The PSCB has yet to hear evidence from the Post Office (but it assuredly will) on the question of how much of its present share of the listeners' fees is actually expended in providing and maintaining the technical services for the ABC transmissions. The ABC contends that whatever the cost of the technical services the Post Office, which is a highly profitable undertaking, could quite comfortably provide those facilities—even if at a loss in that particular and very small respect. As Mr. Boyer pointed out, the whole community, whether licensed as listeners or not, derive some benefit from the existence of a broadcasting service.



# Adelaide Trade Hears Oswald Mingay on Dangers of Socialistic Trading

The dangerous infiltration of socialistic practices into all phases of business was strongly emphasised by Mr. Oswald Mingay (managing editor of this paper) at the Oriental Hotel, Adelaide, on Friday last, February 14, when 45 representatives of the broadcasting, electrical and radio business, including advertising agencies, attended a luncheon organised by Miss Joy Cochrane, Adelaide rep. of the Mingay Publishing Co.

Mr. Wm. Queale (managing director of Kelvinator) acted as chairman and in a few well chosen words introduced Mr. Mingay and congratulated him on the progress made by his publications since he first started in 1930.

The need for greater interest in all forms of government by every business man was stressed by Mr. Mingay, even to the local government activities in local councils and shires up through State Parliament to the Federal political arena. Politics and governmental intrusion into business and industry was more pronounced every day, particularly in the electrical and broadcasting fields. It was necessary for every person connected with the vast electrical and radio industry to concern themselves with what was happening and what could happen. The intrusion of governments and councils into trading was taking place very rapidly, to the detriment of private enterprise.

If this pernicious movement gained much momentum, wholesalers and retailers would find themselves out of business and working for the socialistic government. Not that we were not working for the Government now, considering the staggering taxation that everybody was forced to pay, and even the working man was complaining bitterly of the share of wages he had to pay in taxation. Having forced the distributors out of business, the socialists then would have the manufacturers at their mercy.

The urgent need for private enterprise to continue to justify and improve its service to the public, was obvious, said Mr. Minagy.

The people got the kind of government they deserved and therefore if they wanted to live as free people they must get the kind of government they desired rather than take what was forced on them by a few extremists who were really trying to become dic-

tators and take away the freedom of the people and of private enterprise.

It might be necessary for those who believed in private enterprise to take stock of the labour position and ask what was the real cause of the industrial trouble and use their every endeavour to solve the problem, instead of leaving it to a few politicians and labour organisers who seem to want to run the country without respect for law and order.

As experienced in the Army there are no bad soldiers, only bad officers and that applied to business and industry just as well. The officers of business and industry must accept to the full, their responsibilities of management and leadership. They must evolve better methods of settling disputes when they occur and not leave them to develop to the danger point.

In proposing a vote of thanks, Mr. Hubert Gerard (Gerard and Goodman) paid a tribute to the excellent job that Mr. Mingay's business papers had done for the industry and hoped that he would continue the good work as had been outlined in his talk to-day. Adelaide was always glad to have visitors from the other States and overseas, so they could see the development that was being carried out in South Australia. He said that the Electricity Trust, and the Adelaide Electricity Supply Co. before it, had always co-operated with the trade and if it continued on those lines, the fears expressed by Mr. Mingay would not materialise, although he agreed with the need for greater interest by all concerned in what was happening in governmental circles.

In support of the toast, Mr. Tideman, (consumers engineer of Electricity Trust) said his organisation, and the old company were always prepared to co-operate with the trade and to develop electricity for the benefit of the public with private enterprise getting its share of the reward for services rendered.

On behalf of the broadcasting stations, Mr. Keith McDonald (5AD), chairman of the S.A. Commercial Stations committee, expressed his pleasure at being given the opportunity to support the toast to the speaker. He, too, added on behalf of broadcasters, appreciation for the good work that Mr. Mingay's publications had done for them.

# Broadcasters and Radio Trade Get Together

A lead given by the Australian Federation of Commercial Broadcasting Stations when they appointed a committee last month to seek co-operation with the trade on matters of mutual interest has been quickly followed up by the appointment of trade committees to meet the broadcasting representatives.

The Federal Council, Electrical, Radio & Telephone Manufacturers of Australia has appointed as their committee, Mr. R. J. W. Kennell and the Hon. A. G. Warner, M.L.A., who have power to co-opt additional members of that body.

ERDA has appointed a committee, comprising Messrs. J. Clarke, S. O. Jones and W. J. Wing.

The Australian Federation of Commercial Broadcasting Stations committee consists of Messrs. Ridley (2GZ), Paddison (2KA), Morgan (3KZ) and Worrall (3DB).

A meeting of these representatives was held for Monday last, February 17, in Sydney.

## N.S.W. FACTORY STATISTICS

Preliminary totals compiled from the annual statistical returns of factories which operated in N.S.W. during the year ended June 30, 1946, have been made available by the Government Statist (Mr. S. R. Carver). They show that in 1945-1946 12,287 factories made returns. These had an average weekly employment of 315,774 employees who were paid £87,647,460 in wages and salaries for the year.

The gross value of output from these factories in 1945-46 was £367,092,216. After deducting the value of raw materials used (£201,706,086) and the value of the fuel used (£12,209,641) the net value of production (i.e., value of work done in factories) was £153,179,489.

The number of factories operating in 1945-46 was the highest on record but other annual totals for 1945-46 were below those of the peak year 1943-44, owing to virtual cessation of the munitions program and severe industrial troubles and power rationing in the latter half of 1945. However recovery appeared to be rapid and by May, 1946 the total numbers employed in factories passed the war-time peak of 316,400. This post-war factory expansion has continued and the total number of factory employees reached 326,900 in November, 1946.



WHEREVER YOUR MARKET MAY BE....

Habit forming—that's what it is!

So many thousands of listeners know what they like, and make certain they get it, by leaving the pointer permanently set on 2UE.

When your sales message is associated with vital news, topline sports and Australia's greatest radio entertainments, it arouses a responsive buying public —makes new friends for your product.

REACH IT THROUGH **2UE**

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

## Dutch Speaker at V.I.A. Luncheon

Mr. J. Zwalf, secretary to the Netherlands Legation, was guest speaker at the V.I.A. Luncheon held in the Banquet Hall of the Victoria Palace on February 13.

Mr. Zwalf was introduced by Mr. Bruce Bellamy, president of the V.I.A., who also welcomed Wee Georgie Wood, English artist visiting Australia at present. Mr. Zwalf, who served with the Dutch Army of Occupation and the Netherlands Foreign Service, had been decorated by his Queen with the Dutch Bronze Cross and Mr. Wood by King George with the O.B.E., both for war service in their respective spheres.

Speaking of Holland before the outbreak of war, Mr. Zwalf said that quite 40% of the people were employed in professions and trades needing careful precision training. The nation was quite wealthy, and living standards high.

Mr. Zwalf spoke of the invasion and the courage of the Dutch actors, who expressed on the stage their hatred and contempt for the Nazis—many of them paying for their audacity in a concentration camp. After discussing the German occupation, he pointed out that in the beginning of 1940, Holland's total national debt was half a milliard pounds. After the German occupation, it was three milliard pounds. Mr. Zwalf then discussed the close relationship which had always existed between Holland, Norway, Sweden, and Britain, and said that the Dutch had a tremendous admiration for the British Empire and for the way Britain had stood as a bulwark against Nazi dominance.

In thanking the speaker for his interesting address, Mr. Bellamy, the president of the V.I.A., said that he hoped the friendly relations which existed between the Dutch and ourselves would increase with the years, and asked that Mr. Zwalf himself consider the members of the V.I.A. as friends, to be greeted whenever and wherever they met.

## V.I.A. ANNUAL MEETING

The annual general meeting of the Victorian Institute of Advertising will be held at Kelvin Hall, Collins Place, on Tuesday, March 4, at 7.45 p.m. At this meeting, office bearers for 1947 will be elected, and proposals for amendment of the memorandum and articles of association will be considered.

## "BUREAU GETS RESULTS"

### Says "Film Weekly"

Naive admission of pressure tactics by the film industry upon at least one Sydney newspaper at the expense of radio is contained in recent editorial comment in "The Film Weekly."

Here it is in full and the readers of "B.B." can judge for themselves:—"THE valuable work that an active and capable Public Relations Bureau can accomplish is seen in the arrangements successfully concluded with the Sydney 'Sun,' under which this newspaper has opened up its columns to devote a greatly increased proportion of space to film publicity.

The 'Sun' accepted proposals put to it by the industry's Public Relations Bureau at the expense of columns previously given to commercial radio chatter—which is unfortunate for the broadcasting interests, but shows a recognition by the 'Sun' that films have the greater news value, an important judgment in itself.

"The prominence with which the 'Sun' had been treating radio in recent months had long been observed by theatre-men.

"They very rightly considered that their advertising on neighbouring pages was being severely tested by the nightly 'build up' for the various radio sessions, with its implied invitation to settle back in the drawing-room lounge for a night of listening-in at home.

*The possibility that radio may be stealing a march on films in other situations should not be overlooked, nor corrective action delayed.*"

## Stop Press

### AGENCY CHIEF RESIGNS

It is understood that Mr. L. A. Davis, managing director of Lintas Pty. Ltd., has tendered his resignation to the Board, to take effect as from February 28. Announcement will cause a stir in advertising circles.

### DEATH OF WELL-KNOWN STATION DIRECTOR

The funeral of the late Mr. Matthew John O'Neill, a director of 2SM Broadcasting Co., was held on Tuesday this week after Requiem Mass at St. Mary's Basilica. The late Mr. O'Neill, who was 70, was associated with many Roman Catholic charities and was one of the founders of the Metropolitan Hospitals Contribution Fund. He was also a director of the "Catholic Weekly."

### MANAGER OF NEW BRISBANE STATION

Mr. Charles A. Hurndell of Sydney has been appointed manager of the new ALP station at Brisbane, 4KQ. Mr. Hurndell was a wireless operator with the Civil Aviation Department, stationed at Archerfield, during the war. Before that he was with AWA, being associated with 2CH Sydney, 4WK Warwick and 3BO Bendigo. He was manager of 4WK before joining Qantas Empire Airways during the war. In his early wireless days he was with the AWA Marine Wireless department.

## MELBOURNE GREETES NEW CHARITY APPEAL WITH OPEN PURSE

Two hundred and twenty performers volunteered for the opening of 3AW's new annual Charity Appeal, staged as an open-air concert at Como Bowl on the Yarra bank on Sunday, February 16. Three bands, the Junior 3AW Orchestra of 40, Audrey Anderson's choir of 40, the Tivoli Juvenile Ballet, starts from J. C. Williamson Theatres, and even English comedian Wee Georgie Wood, went along to entertain the crowds.

The moneys collected go to 3AW's new Mothers' Day Fund for building kindergartens ("BB" 6/2/47) for deaf and dumb children.

## TINDER FOR TRINDER

According to a Melbourne radio newspaper, English comedian Tommy Trinder copped £825 for each of the four shows he made for the Macquarie Network last year. That would be a record for any individual funny man on the air in Australia. Sir Harry Lauder is reputed to have collected £600 per broadcast.

# The Melbourne Studios and Radio Theatre of 3AW

are geared for Network Quality Productions

## Current Activities:—

### Shell Show: Star Pupil: Quiz Kids:

Australia's pioneer first rate live artist show is again in rehearsal with Harper Wilson producing.

The Melbourne editions of this star musical attraction are being produced by Terry Dear for Network broadcast.

A new Wednesday night half hour of Johnson & Johnson's Victorian "Quiz Kids" is another Terry Dear production.

and many local features. New shows are in preparation and will be made available for audition

Good Production with mass circulation are ensured if you

## Leave it to 3AW—



KEY VICTORIAN STATION  
MACQUARIE NETWORK

Relaying Nightly to 3CV Victoria.





W. H. Northam—Managing Director, Johnson and Johnson Pty. Ltd.



It's a long step from marine engineering to the head of a big surgical manufacturing company, but Mr. W. H. ("Bill") Northam accomplished it in a comparatively few years—and, incidentally, crammed a lot into those few intervening years including the thrills of motor car racing and the lesser thrills of motor car selling.

Fifteen years ago Mr. Northam joined the Johnson and Johnson organisation which is headed up in America by the famous General R. W. Johnson, son of the founder of the world's largest manufacturers of surgical supplies. General Johnson himself is one of America's colourful personalities to-day. His articles in the Saturday Evening Post have been widely read. During the war years he was chairman of a government agency in charge of small war plants throughout which he made his great driving force and ability reflect in terrific war materials production.

Actually the Australian company—Johnson and Johnson Pty. Ltd., was founded in Australia by Mr. H. J. Dobbs of the English J. and J. organisation, and was carried on here under the managing directorship of the late Mr. Stapley Edwards who died in the United States in January, 1945, when about to return to Australia.

It was the late Mr. Stapley Edwards who was responsible for "Bill" Northam joining Johnson and Johnson. In the middle of the depression Mr. Edwards walked into Larke Hosking's motor showroom to buy two cars for the new company. Bill Northam was the last of 21 car salesmen left on that staff. He had seen retrenchment after retrenchment and was feeling that his turn would possibly come any day. But he sold Mr. Edwards the cars and in so doing got himself a new job—a six pounds a week job in place of one returning £13 a week. Mr. Edwards offered him a "territory" in the suburbs as a salesman for Johnson and Johnson. In a split second and with the thought that he could never face another depression in a luxury business such as cars, young Northam made up his mind. Here was one line that depressions couldn't affect. There would always be babies and mothers needed baby powder.

Bill Northam was a good salesman in the suburbs. Within two years he was appointed manager of the company's Brisbane branch. It was not many years after that he was brought to head office in Sydney and made sales promotion manager, and 12 months later sales manager and director. Six years later he was appointed general manager and—last year—managing director. Next month he leaves for England by flying boat on a search for raw materials, then to the United States and Canada and back across the Pacific.

Mr. Northam was directly responsible for his company's entrance to the field of broadcast advertising. He had faith in the medium and believed in properly balancing

and co-ordinating all forms of advertising publicity. With the aid of his advertising counsellors Willmotts agency, the whole question of suitable program materials for broadcasting was thoroughly examined. He admits he learned about radio the hard way, attending auditions and rehearsals until he felt he was a radio player himself. Finally the company's first show "Australia Sings" went on the air—on the Macquarie Network, then followed "Quick as a Flash" on the same Network and finally the current sponsorship of "The Quiz Kids." Last year additional broadcast advertising was undertaken with five minute spots on about 20 additional stations. He envisages even greater use of radio in the future, dependent upon the supply of raw materials which will enable projected expansion of manufacturing activities. The importance of this raw materials situation can be realised when it is known that the Australian firm during the war years supplied eight million field dressings, 30 million yards of gauze, 80 million tubes of surgical catgut to mention three items only, requiring tons of materials.

Though still one of the youngest managing directors of any big Australian manufacturing organisation Bill Northam can look back upon an exciting past. Few remember him as an apprentice engineer on the Sydney Ferries, but hundreds of men in the motoring industry and thousands of speedway fans remember Bill Northam, the demon car driver whose home at Gordon on Sydney's North Shore, still houses many a driving trophy. It's the same Bill Northam, good sport and good fellow—and some will remember him too, playing Rugby Union for Roseville in the Kentwell Cup. Golfers, however, at Killara and Royal Queensland shudder to think that it's the same Bill Northam playing on double figures to-day who ten years ago was among the single figure handicaps!

**Final Note:** It was Mr. A. R. Clapham, president of Johnson and Johnson International, who during a visit to Australia last year gave Mr. Northam his present top appointment. It was the same gentleman, who, in 1938 upon his former visit, noted the work of the Brisbane branch and had Northam brought to Sydney headquarters.

### BROADCASTING AARDS

is packed full of information for the time buyer and is kept up-to-date with a monthly supplementary service.

Order your copies now from  
**MINGAY PUBLISHING CO.**  
Box 3765, G.P.O., Sydney

Australia, £2/-; other British Countries, £A2/10/-; America, \$10.00; other Foreign Countries, £A3/3/-.

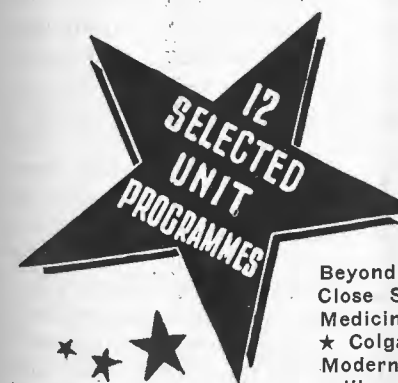
# Nights of Star-Studded Programme Brilliance

## ABC

### BRISBANE'S NO. 1 STATION

- Book of Time
- Calling the Stars
- Cashmere Bouquet Show
- Colgate Cavalcade
- Caltex Star Theatre
- King Tea Colour Quiz
- Leave Pass
- Music As You Dine
- Memory Lane
- Playhouse of Favourites

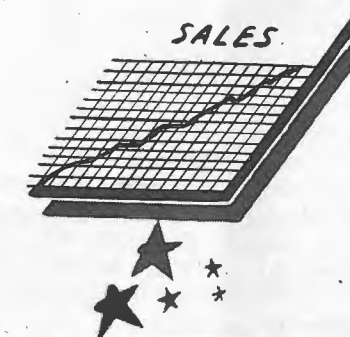
- Passing Parade
- Pace That Kills
- Play of the Week
- Great Lovers
- Reflections in a Wineglass
- Shadow
- Starnight
- These Men Tell Tales
- World Famous Tenors
- Wonderland of Music
- Hit Parade



- Bluey and Curly
- Sparrows of London
- Beloved Rogue
- Search for the Golden Boomerang
- White Cockade



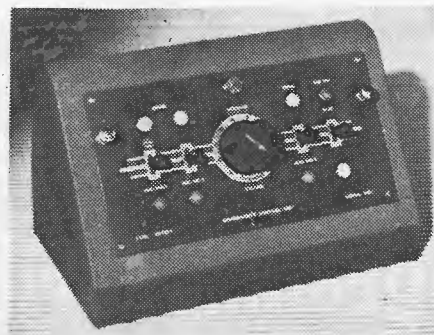
- Beyond the Setting Sun \*
- Close Shave Club \*
- Drama of Medicine \*
- Lasting Loveliness \*
- Colgates Way for Holiday \*
- Modern Romances \*
- Music Soft-asilk \*
- Popular Fallacies \*
- Soundtrack to Romance \*
- Story of Flight \*
- Transatlantic Liner \*
- Waltz Memories.



4BC-4SB sells your sales message and supports your sponsorship with scripted sustaining programs right up to 11.30 p.m. close-down with such late night favourites as: Concert of the Air \* Rhythm Bandbox \* Music of the Nations \* Cafe Copacabana \* Showtime Memories \* Radio Revels \* Gateway to Dreams.

FOR RESULTS-PLACE IT ON 4BC/4SB. Your symbol of Sales Satisfaction

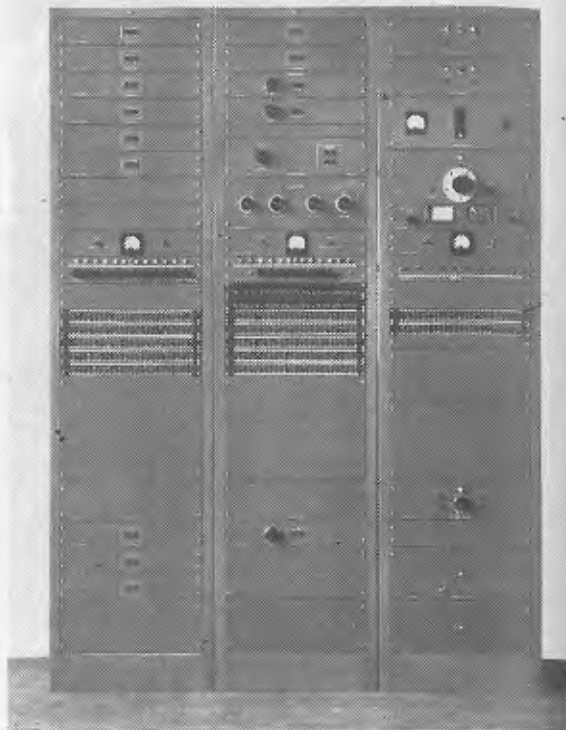
**NEW STUDIO  
EQUIPMENT FOR  
A.W.A. STATIONS**



Future developments in radio transmission, particularly in regard to frequency modulation, have been kept in view in the manufacture of new double-channel studio equipment by Amalgamated Wireless (A'sia) Ltd., now in process of installation at 2AY Albury and 3BO Bendigo. The new equipment provides high-fidelity operation and completes a modern studio installation for these two progressive A.W.A. stations.

Recently developed by AWA, the new installations comprise double-channel speech control equipment, microphone and loud speaker control unit, and announcer's control unit and cueing speaker. Their installation will allow a greater flexibility in studio

Above is shown the new microphone and loudspeaker control unit and at right, the double-channel speech amplifier racks designed and built by A.W.A. for 2AY and 3BO.



control, providing several audition channels in addition to facilities for supplying programs to other stations. At the same time, the equipment fulfils a normal function as an efficient studio amplifier.

**NEW COLGATE SHOW  
Holiday Tours for  
Quiz Winners**

"Way to a Holiday" is the new quarter-hour session sponsored by Colgate-Palmolive, Tuesday nights at 8.30 on a chain of independent stations emanating from 2UE, Sydney.

The sponsors are using this session to plug yet another of their products, Palmolive Shaving Cream.

"Way to a Holiday" is in the form of a team-quiz. Six members of one profession are selected to compete against six members of another calling in answering questions given by quiz-master Jack Davey. The team answering successfully the most questions out of three divide the prize money of £1 per answer, and are given the opportunity of competing for the major prize.

The team is then divided into pairs and the winning pair in this section are then required to answer the same question put separately to each contestant. Padded earphones are placed over the second contestant's ears whilst the first contestant gives his answer.

Each week the successful contestant will then be asked a question which, if answered correctly, will entitle him or her to one week's holiday at places

**LEVERS TO LAUNCH  
"SURPRISE PARTY"  
MARCH 19**

A new half-hour program, "Surprise Party," was scheduled to commence on March 19 on the Major Network. The channel is 8 p.m. Wednesdays.

This show brings a new idea to Australian radio. If a party is being arranged to celebrate a wedding, birthday or any other occasion, listeners are invited to write to Harry Dearth, who will bring talented artists to entertain the guests and broadcast from the host's home.

Sponsored by Lever Brothers, makers of Lifebuoy, "Surprise Party" will replace the "All-Australian Hit Parade."

Directed by Harry Dearth, who launched top-rating "Australia's Amateur Hour," and who has been associated with the "Lux Radio Theatre" since its inception in Australia, "Surprise Party" will have wide appeal because of the infinite variety of entertainment offered listeners.

J. Walter Thompson Australia Pty. Ltd. are handling production and publicity for the entire program.

ranging from Katoomba, N.S.W. to London, New York, Hollywood. Travel is 1st class and mainly by air.

**ANOTHER EDUCATIVE  
CHILDREN'S SESSION**

J. A. Bull Pty. Ltd., the well known manufacturers of grocery products, are using the 2HD children's session to advertise, taking the 5.15 channel from Monday to Thursday inclusive, and are now sponsoring the radio dramatisation of Charles Dickens' famous novel, "A Tale of Two Cities." Other features include "Black Flame of the Amazon" broadcast from Monday to Friday inclusive. Interesting facts concerning the lives of great composers and their music are told in the session "Famous Melodies," Monday and Wednesday afternoons. Members of the Good Workers Club also receive their birthday calls, while on Fridays, "Chums' Corner" is presented featuring live artists, stories and a quiz conducted by the 2HD children's choir. On Tuesdays and Thursdays at 5 o'clock, "Children's Chronicle" takes the air in the form of a radio news-reel, featuring interesting facts gathered by members of 2HD Good Workers' Club. "Children's Chronicle" also incorporates the "Adventures of Billy and Bob," a serial specially written for the children's session.

*Men that make YOUR Market*



Cogs in the wheels of industry . . . . Skilled hands working at full production, with full pay envelopes, too, in the largest steel industries in the Commonwealth.

Important, too, is the rural wealth of the rich Hunter Valley, also reached with blanket coverage by 2KO Newcastle. No other broadcasting station offers this complete coverage of city population, PLUS rural area, PLUS a large industrial market. Test your radio campaign on 2KO.

*through*  
**2KO**  
**NEWCASTLE**



# A.B.C. IS OPPOSED TO SPONSORED PROGRAMS

## Chairman asks Broadcasting Committee for Further Five Shillings from Listeners' Licence Fees with Increase to Public

Retention of the licence fee system as the sole method of financing the national broadcasting service in Australia, and an increase in the fee from the present 20/- per licence per year to 25/-, was advocated to the Parliamentary Standing Committee on Broadcasting by the chairman of the Australian Broadcasting Commission, Mr. R. J. Boyer, in Sydney last week. Mr. Boyer emphatically argued against the suggestion that the ABC engage in commercially-sponsored programs as a means of raising revenue to meet its present and future large financial commitments.

The ABC last week gave evidence before the PSCB on the problem of the future financing of its service. Interested spectators at the first day's sitting were the president of the Australian Federation of Commercial Stations, Mr. J. E. Ridley, and immediate past president, Mr. A. C. Paddison.

After reviewing the history of the financing of the ABC, Mr. Boyer read a lengthy prepared statement of evidence and finally summarised the Commission's case.

Reviewing ABC history, Mr. Boyer said that the Commission was formed in 1932 when the listeners' licence fee was 24/- from which the ABC was allocated 12/-. Shortly afterwards, however, the fee was reduced to 21/- and the ABC continued to receive 12/- while the remaining 9/- was retained by the Post Office. This situation remained unchanged to 1940 when under the Postmaster-Generalship of Mr. Thorby the fee was reduced to 20/- and the ABC's share was cut to 10/-. The nett effect of that move being that the public was relieved of 1/- while the Post Office received an increase to 10/-.

Mr. Boyer said that this position became so untenable for the Commission that steps were taken to bring the matter before Parliament with the result that the Broadcasting Act was altered to give the ABC 11/-. Even that was found inadequate, and last year the Government had made a special grant equivalent to an extra 1/- per licence fee, and that was the position at the end of 1946.

In June last, Mr. Boyer pointed out, the ABC approached the chairman of the Broadcasting Committee and presented a program of what the Commission considered it ought to be doing and approximate costs of the program. It was then clearly demonstrated, he said, that the Commission needed £220,000 a year above what it was already receiving from the equivalent of 12/- per listeners' licence fee. Eventually the Government had made available an amount of £100,000 for the current year as a "carrying on" amount until such times as a long-term financing policy had been evolved. The Commission had so far been able to avoid drastic retrenchments but had budgeted for a deficit of £70,000 this year.

### COSTLY NEWS GATHERING

Mr. Boyer said that since the Commission's June 1946 memorandum setting out the £220,000 extra requirement (equivalent to 3/- per listeners' licence fee), projected expenditure on news services had undergone a very great change.

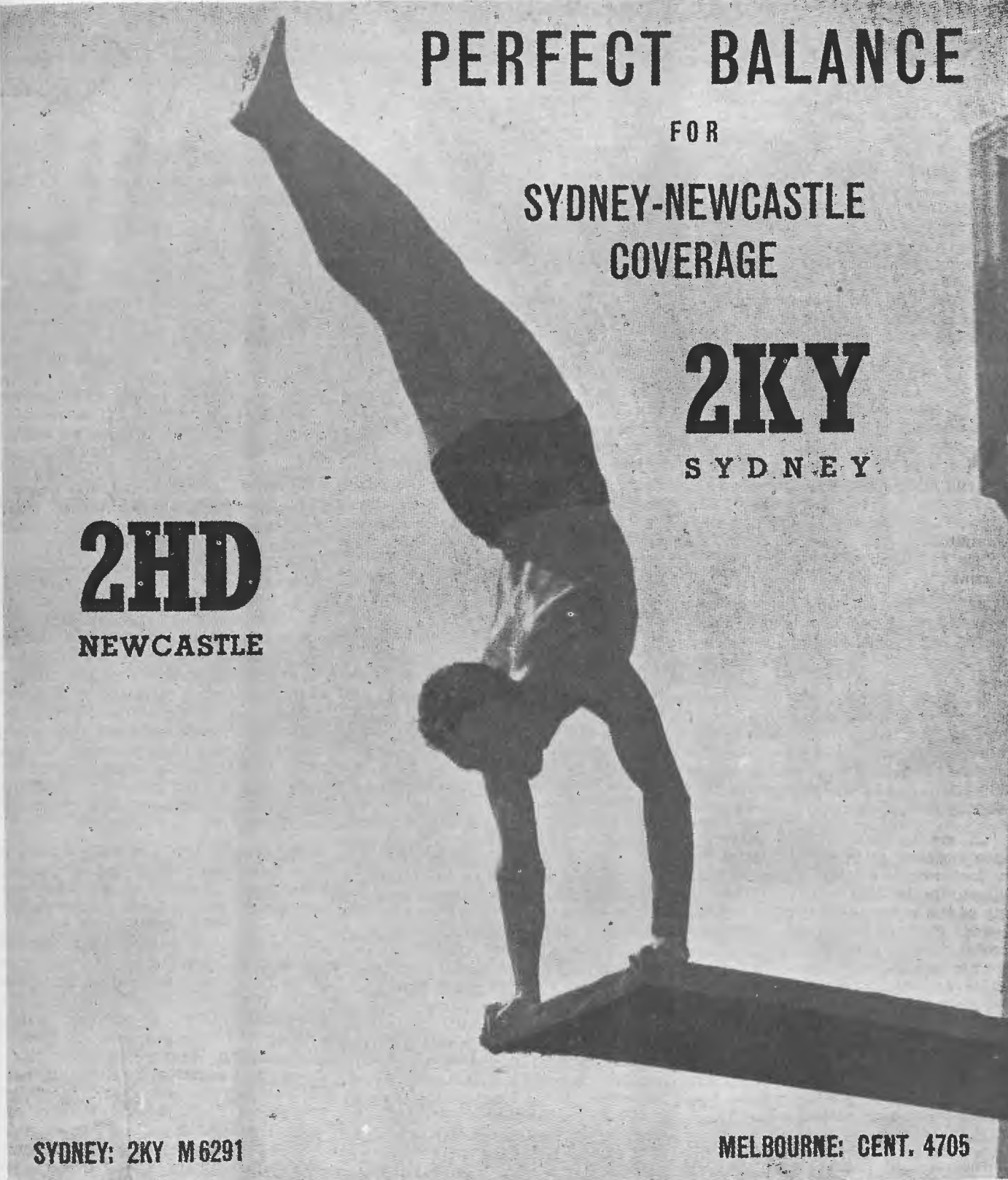
"In the first place our former estimate was based upon the supposition that the Commission would develop its news service through an agreement with the AAP and Australian Newspaper Proprietors' Association for a basic home and overseas service at a cost of £20,000 per year," he said. "We were not then in a position fully to estimate what the implementing of such a service would cost, but made our total estimation at £25,000 per year over and above existing costs. As the cost of our news service at that time was £53,000 per annum the total with which we anticipated being faced under this head was in the region of

£80,000 per year. When the matter of an independent news gathering service for Australia and of direct negotiation with overseas news agencies for foreign news service, was mooted as a desirable development on the grounds of general policy, I pointed out that it was not possible for the Commission to give any worthwhile estimation of what such a development would involve financially.

No broadcasting authority as far as I am aware had undertaken such a task and there was therefore no precedent by which the cost of such a service could be estimated. I intimated however, that having regard to our experience in the past and to the establishments required by other news gathering agencies, we should probably be involved in very considerable added expenditure. Since the passage of the Act, making the establishment of such a service obligatory upon the Commission, we have however proceeded with the actual detail involved in this obligation and are at the present moment recruiting staff on a basis which in our view is the minimum necessary to achieve that independence of cover in the Australian field which the Act requires. We have, furthermore, concluded agreements with overseas agencies for our foreign news and made the requisite arrangements for handling.

The total of £155,000 estimation is £75,000 over the estimate formerly given to the Committee. This figure alone is in excess of the equivalent of 1/- per licence on the present figures of licence revenue. In addition, the Commission has been faced since its former submission with an increase in the basic wage of 7/- per week.

(Continued on page 14)



**PERFECT BALANCE**  
FOR  
**SYDNEY-NEWCASTLE**  
**COVERAGE**

**2KY**  
SYDNEY

**2HD**  
NEWCASTLE

SYDNEY: 2KY M6291

MELBOURNE: CENT. 4705

# A.B.C. Evidence on Future Financing of the National Service (Continued from page 12)

This item alone involves us in an unforeseen and unavoidable expenditure of approximately £25,000 per annum. These two items together, therefore, constitute an unforeseen and unavoidable addition to the Commission's requirements as compared with our previous estimate; or in terms of licence fee revenue 1/5d. per licence. It is clear, therefore, that the Commission in respect of its long-term finance cannot face its obligations to maintain its existing staff and commitments and to proceed with the modest developments outlined in the former memorandum without an increase of a sum equivalent of 5/- per licence. With approximately 1/6d. in direct additional charge on the above counts, the provision of a further 6d.—the equivalent of £37,000 per annum—for development contingencies, for possible and likely variations in cost of living and basic wage adjustments, cannot be considered excessive for long-term financing. With this amendment, our previous financial review remains valid for the present discussion."

After reviewing comparatively the methods of operation and of financing of broadcasting services in Britain, Canada, South Africa and New Zealand, Mr. Boyer said it appeared plain that our Australian national service was not open to the charge of financial profligacy in carrying out its functions even if it were as advantageously situated in regard to its obligations and expenditure as the other British systems.

"In my memorandum, however, I have endeavored to show that we are in fact under much heavier strains financially in this country than in any of the other services I have mentioned. Perhaps the greatest of these strains derives from the fact that we operate within the framework of a major commercial system with over 100 stations throughout the country working entirely independently of us and in severe competition with us for program talent. This is true, of course, chiefly in the area of light entertainment which with its large mass appeal is necessarily the sheet anchor of the commercial stations' welfare. As a national service, we are quite rightly expected to cater for the tastes of all licence holders and must necessarily operate extensively in the light entertainment field. But whereas this field is of such enormous significance

to commercial stations by having an attraction for mass listening and therefore for high advertising rating, it is only one of many obligations of a costly and cultural nature which the Commission is obliged to perform. We have, for example, our very large obligations in the musical field with our permanent and semi-permanent orchestras and permanent ensembles. We have obligations for the development and employment of local talent. We have an immense field of educational, dramatic and service sessions to maintain. Finally, we have now the obligation of an independent and costly news service unique in the broadcasting world. All these functions have to be maintained at a reasonably high degree of excellence, and yet we are expected to hold our own, in the highly competitive area of light entertainment, with commercial stations. As I have quoted, even the Canadian Corporation which actually derives income from popular sessions, is feeling the strain of rapidly rising artistic and light entertainment fees in the competitive area in Canada. Britain, South Africa and New Zealand, having no competitors, are greatly advantaged financially in this respect."

Dealing with the relation of financial method to the character and nature of national broadcasting, Mr. Boyer, after again reviewing principle and practice in other British countries, said that in no case can the operation of sponsored sessions by other Commonwealth national systems be applied as wholly applicable to this country. Take, for example, the cases of South Africa and New Zealand where a policy of running a separate commercial network as a major adjunct to their licence fee income, is either in operation or under consideration. In both these instances the national system has the commercial field entirely to itself. They are able, therefore, to determine absolutely what shall be the manner of broadcasting advertisements and the type of material used. Intending sponsors must accept the national system's terms or keep off the air altogether. Secondly, the financial returns secured are so secured primarily for the reason that they are without competition. Were the Australian national system, on the other hand, required to set up a commercial system for the purposes of reinforcing its finances, it would be in direct com-

Members of the Broadcasting Committee are Senators Amour (chairman), Finlay (S.A.), Herbert Hays (Tas.) and Messrs. T. P. Burke (W.A.), Falkinder (Tas.), Hadley (Q'land), Hutchinson (Vic.), Spender (N.S.W.) and D. Watkins (N.S.W.).

petition with a commercial system much larger than itself and a system well versed in the arts of mass appeal and of advertising. It would be quite impossible to assume that under such circumstances the ABC could insist upon the quality and type of session it would accept and upon the indirect "brief mention" type of advertising. Commercial firms quite legitimately have their own ideas of what will reach and influence the public and will purchase time in those quarters and in those quarters alone where these ideas are acceptable. Furthermore, the competitive field of commercial advertising in Australia is already heavily, if not over-heavily, exploited and it cannot be lightly assumed that new stations appearing on this field to-day would be assured of handsome profits. The Commission cannot visualise that the creation of a commercial network in Australia under its auspices operating under present competitive conditions could, after meeting its own expenses, provide more than a small fraction of the funds needed to serve the national unsponsored program. Nor indeed are we geared for such work.

As regards the possible adoption of the Canadian system of interspersing sponsored sessions within the programs of our national networks, the same objection holds good but to a much greater degree. Hitherto we have been able to choose every item which goes over the national stations with one purpose only, namely, its intrinsic value to the community either as entertainment, culture or information. Were we to be compelled to support ourselves by carrying sponsored programs we should inevitably be forced from this position to one which would largely be dictated by our financial needs. The independence of judgment of the Commission as we now know it would progressively disappear. In the Commission's judgment the service we are able to do

(Continued on page 16)



FOR . . .

# 2GB

## ★ "HOME SWEET HOME"

ANTHONY HORDERNS AND SONS LTD. pay further tribute to the selling power of 2GB by contracting for an additional one hour weekly. This new daytime serial is certain to create a big audience.

MONDAY TO THURSDAY, 12.45 P.M.

## ★ "JUST FOR YOU"

Terry Howard stars in a specially designed Sunday evening fifteen minute musical. Sponsored by Felt and Textile of Aust. Ltd., manufacturers of Feltex. Check 2GB's Sunday bill . . . it's the greatest evening's listening in the country.

EVERY SUNDAY, 6.30 P.M.

ALSO SOLD ON MACQUARIE STATIONS:  
2HR, 3AW, 3CV, 5DN, 5RM, 7HO, 7LA



# Boyer Says Commercial Field Already Overcrowded —

(Continued from page 14)

this community depends just as strongly upon our independence of the patronage of commercial interests as of the patronage of any other interest in the community and the source of our finances is a most vital element in the retention of this independent and wholly national character. I would further emphasise that it is not to be expected that in the Australian scene one can secure a steady flow of high quality commercial sessions, well paid for and garnished only with the indirect and unobtrusive advertising mentioned such as is available to some degree in Canada. It requires the large finances and high prestige of an immense company to enable it to sponsor by these delicate means programs of real worth and quality. As has been pointed out above, even with the resources of Canada and the United States available it has not been possible for Canada to keep to this less obvious type of advertising. The Commission is convinced that in Australia we should have to adopt precisely the type and the nature of advertising sessions as are at present current over commercial stations.

## THE SYSTEM OF THE LICENCE FEE

"The third major method of financing, namely the licence fee, remains the backbone of national broadcasting financing in all British Commonwealth countries, and the Commission submits that it is still the only wholly appropriate and satisfactory one. The advantages are as follows:— First, it secures to the national system a direct financial nexus between the public which it serves and itself, and gives that measure of security and independence to the broadcasting authority which is so highly desirable, an independence which must progressively be lost under either the system of annual governmental subvention or of commercial revenue. It ensures that the broadcasting authority is able to create and program its sessions according to its estimate of the public welfare without direct or indirect influence being exerted in this direction or that. Finally, it appears to us that it is by far the most equitable as far as the community is concerned. Non-listeners are not called upon to pay either through revenue derived from general taxation or through the cost of products which have been advertised. It is surely obvious that in whatever manner national broadcast-

ing is financed, it must derive from the pockets of the people. Revenue derived from commercial advertising must necessarily be recouped ultimately in the cost of the articles sold. There is no possible way in which a country can support any broadcasting system except by popular contribution in one form or another. It appears to the Commission that the licence fee method is direct, straightforward and wholly equitable in its incidence. It is a system which does not try to hide in any way what broadcasting services are costing the listening public; that which ensures, finally that national broadcasting retains, that ability to operate with a single eye to community service in a manner which no other financing system at present in operation can do.

## SPECIAL TAX?

Commenting upon a proposal put forward by Mr. G. Griffith that instead of revising upwards the licence fee, the income from this quarter should be supplemented by a radio amusement tax and/or a tax on radio listening equipment. Mr. Boyer said that a percentage levied on all expenditure on radio advertising over commercial stations as an aid to financing the national system was a bad move in public relations. The national service should not as a matter of principle derive its revenue from a section or particular interest in the community. "If the commercial system in Australia owes anything over and above what it is at present contributing to community funds, then I feel that such contribution should go direct into the national exchequer for general purposes in a similar manner to the contributions of other individuals and businesses. I feel that there is bound to be created an invidious position as between national and commercial broadcasting if the latter is charged directly with a measure of the support of the former."

Mr. Boyer said that he thought the second proposal by Mr. Griffith—a charge on receiving sets—was in effect a modification of the annual licence fee. However, it was not just in its incidence as listeners purchasing new sets would be contributing whereas listeners retaining their old sets would be free of the burden. It would tend too to discourage what is a desirable development, namely, the replacement of outmoded sets with more modern sets of higher fidelity.

R. J. Boyer  
Chairman  
ABC



The Commission's conclusions were briefly as follows:—

"We favor the retention of the licence fee system as the sole method of financing the national system in Australia for the following reasons:—

"(1) It is straightforward in its relation to the listening public and is wholly equitable in its incidence. The licence fee whether the country's system is wholly national or national-plus-commercial is the price paid by those who wish to listen to what is after all a public utility.

"(2) Any alternate methods that we have examined are open to objection. We do not favor the employment of sponsored programs on the national stations either as a part of our existing programs or as a separate system. We feel that any encroachment upon the independence of the national system from the patronage of any interest, commercial or otherwise, would progressively destroy the most valuable element in the character of the national service, and that the ABC would find itself more and more dependent upon the goodwill of sectional interests in the community. Not only the impartiality of the national service but the character of its sessions must be adversely affected by such a development. Further we are of opinion that the market in Australia for air-advertising is already heavily catered for, if not overloaded—and that any income which might accrue to the national system by still fuller increasing this competition would be wholly insufficient for our purposes.

"We submit, therefore, that if Parliament is satisfied that the functions of the national service are of value in the community it should retain the existing system of finance which was wisely incorporated in the original Act and revise the amount periodically on an estimation of the cost of the services of national broadcasting to the country. The Commission realises that in so recommending it is committing itself to a proposal that the existing licence fee be increased to the listening public, a development which is normally obnoxious both to

(Continued on page 26)



COMPILED FROM  
THE COMBINED  
NEWS SERVICES  
of  
The COURIER-MAIL  
AND  
The SUNDAY MAIL

QUEENSLAND RADIO NEWS SERVICE

### 14 STATIONS NOW TAKE THESE SERVICES

7.45 a.m. and 7 p.m. Monday to Saturday—8.45 a.m. and 7 p.m. Sunday		
4BK Brisbane	4BC Brisbane	4BH Brisbane
4AK Darling Downs	4SB Kingaroy	4GY Gympie
4IP Ipswich	4GR Toowoomba	4MK Mackay
4TO Townsville	4RO Rockhampton	4BU Bundaberg
4CA Cairns	4MB Maryborough	
12.30 p.m. Monday to Sunday		
4BK Brisbane	4BC Brisbane	4BH Brisbane
4AK Darling Downs	4SB Kingaroy	4GY Gympie
4IP Ipswich	4GR Toowoomba	4BU Bundaberg
10 p.m. Monday to Sunday		
4BK Brisbane	4BC Brisbane	4BH Brisbane
4AK Darling Downs	4SB Kingaroy	4IP Ipswich
	4GR Toowoomba	



News! The vital interest of radio listeners; without it the day does not begin nor end.

Queensland Radio News Service provides the most rapid, objective and accurate radio news service ever organised. News compiled by its own highly trained staff from the combined services of The Courier-Mail and The Sunday Mail, which possess the most modern cable, radio and telephonic communications throughout Australia and the world.

On Monday, January 6th, this service opened over the three metropolitan commercial stations, and was relayed through 4IP (Ipswich), 4AK (Darling Downs), and 4SB (Kingaroy). Within the first week the list of QRNS stations had grown to 14.

Queensland Radio News Service is available during four periods daily. Your listeners do not want just part of the news—they want ALL the news—QRNS news.



# ADVERTISING IN THE PUBLIC INTEREST

★ An Address by Niles Trammell, President, National Broadcasting Company, at the 24th Annual NAB Convention, U.S.A. ★

All of us have become so accustomed to accept advertising as a normal part of the daily scene that we do not realize the essential part it plays, not only in our economy, but as the vital spark in our way of life.

It is in the United States that the tools and techniques of advertising have been highly developed, and the results of advertising are most evident for everyone who has eyes to see or ears to hear.

And it is in this nation that the greatest expenditures are made for advertising the products and services of industry. In the present year, 1946, that expenditure will be well over two billion dollars. With our expanding economy, competent authorities estimate that ten years from now we shall be spending at the rate of more than three and a half billion dollars a year for advertising.

These figures bear out the fact that we are not only a nation of producers—we are also a nation of salesmen. It has been calculated that, out of every thirty working Americans, one is constantly occupied in telling the other twenty-nine—and himself—about what some of them want to sell to all the others—including himself.

If and when advertising and selling ever slow down in the United States, the dynamic productivity of our free economy will slow down also.

## ADVERTISING STIMULATES NEW PRODUCTS AND SERVICES

Before the days of modern advertising it took many years to establish new products or change the public's buying habits. Seventy years elapsed before the power loom had eliminated the hand loom. The Bessemer process of steel-making had to overcome thirty years of stubborn opposition before it was generally adopted. Even McCormick's reaper needed almost a generation before it became fully accepted.

But how long did it take for the modern radio to catch on?—or refrigerators?—or frozen foods?—or nylon stockings? And almost within a mat-

ter of months, the non-refillable fountain pen has become an accepted commonplace in the United States.

In no other country in the world do these things happen! Why? Because we have found the key which never fails to unlock the resourcefulness and ingenuity of the American economy—advertising.

If you doubt the creative function of advertising, consider the humble orange. Until California orange juice was advertised, people had considered the orange a delicacy to be put in the Christmas stocking.

Thirty-five years ago the president of a transcontinental railroad asked his advertising agent to help stimulate freight shipments out of California by promoting the Eastern use of the products of the then infant California orange industry. Arrangements were made for the shipment of large quantities of oranges by freight. An advertising fund was subscribed by the railroad to run a test in Iowa. What was the result?

California oranges and orange juice were advertised successfully. Orange juice became a breakfast staple throughout America. A soda fountain reamer for fresh orange juice was invented. Soda fountains started serving orange juice and ended by serving breakfasts, and then three meals a day. Orange drinks and drink stands began to appear everywhere and served light meals. A roadside industry appeared on our highways.

Experiments were conducted which discovered vitamins and other beneficial ingredients present in fresh orange juice. This led to the advertising competitors' tomato and other fruit juices. The dairy industry, to protect their market, started research and found new vitamins in their product. They irradiated milk and found calcium content. The bakers took the ball from there and made better bread enriched with vitamins. An entire science of vitamin therapy developed.

Can anyone question that the health and well-being of the consuming pub-

lic benefited from this campaign, to say nothing of the prosperity of the orange growers, the refrigerated express-car makers, the railroads, the drug-stores, drink stands, dairymen, bakers, advertising media and all the workers, suppliers and producers of accessories who benefited from the development of these industries?

Similar case histories of the creation by means of advertising of new desires, new tastes, new and beneficial habits of living, can be told by the hundred. Advertising has established markets—where none existed before—for packaged coffee, candy, dentifrices, shaving preparations, cigarettes, cosmetics of all kinds, condensed or dehydrated or frozen food products, washing compounds, paper towels, napkins, and handkerchiefs, gelatine desserts, floor wax and other products too numerous to mention. They are as commonplace in low-income as in high-income households. Services such as electric lighting and refrigeration, oil heating, telephone, banking, insurance, hotels and resorts, theatres, and transportation by rail, bus, water and air have been enormously expanded through advertising.

Without advertising, how many children and grown-ups would be eating prepared breakfast foods? How many people would have learned to use a mouth-wash? How many would have opened a personal checking account at the bank? Or taken out an annuity insurance policy? Or learned to lubricate their cars properly, and to protect them from freezing? Or made regular visits to the dentist?

There may be some who will claim that all these things might be possible in a communist economy. I, for one, do not believe so. I do not believe they could have happened without the stimulus of advertising in our competitive economy.

During the war years, the fact that advertising is in the public interest

was dramatically demonstrated. The Government, and public institutions like the Red Cross, utilized the established structure of advertising on a scale nobody would have dreamed possible before the war.

## GOVERNMENT USE OF ADVERTISING

Between 1942 and 1945, a billion dollars worth of space and time was contributed to the Government without charge—by advertisers, newspapers, magazines and other printed media, and by broadcasters—to sell billions of dollars worth of war bonds; to aid recruiting campaigns of all kinds; to teach conservation of all sorts of materials; to put over salvage drives; to raise money for the Red Cross and numerous charities; to teach first aid; to give air-raid defence instructions; and to inform the public concerning a wide variety of other subjects of vital importance. Of the billion dollars worth of advertising contributed, approximately 650 millions was radio advertising.

Nearly everyone agrees that the Fibber McGee and Molly and Bob Hope programs sold more war bonds than any speech. The contribution of radio advertising artists to the dramatization of the major issues of the war, and to the superb morale of our troops overseas has everywhere been acknowledged.

Perhaps even more important than the contribution of space and time was the know-how given to the war effort by the advertising profession, and the effectiveness of the advertising message—made possible only because in this country we deal with a public responsive to advertising.

The war has been over for more than a year, and Uncle Sam is still the biggest user of advertising in the United States. The Advertising Council has reported that advertisers, press and radio have continued their cooperation, and—from V-J Day to the present time—have contributed more than one hundred million dollars worth of space and time to Government projects.

## ADVERTISING AS A FACTOR IN AMERICAN LIFE

Nowhere has advertising risen to so high a position of responsibility and influence as in the United States, and especially so in the last two generations. It has released human energy at a rate which was inconceivable in any previous time, and still is inconceivable in most other nations.

I think we can and must boldly say that:

First: Advertising has become one of the strongest motivating factors in our economic and social progress.

Second: Advertising, because it has made mass consumption and production possible, has raised our standards of living and increased employment.

Third: Advertising has become one of the essential elements of our society, because it gives expression better than anything else to the hope, the enterprise and the ambition of the American people.

## ADVERTISING A BULWARK OF FREE PRESS, FREE RADIO

There is another significant aspect of advertising which is sometimes overlooked. Advertising, the right arm of distribution, deserves equal recognition as the right arm of a free press and free radio.

In the case of the vast majority of newspapers and magazines, advertising makes all the difference between progress and poverty, between editorial freedom and slavery, between printing news that has been sought out and news that has been handed out.

The accurate, detailed reporting by American news services and radio correspondents of events as they occur all over the globe, and the rapid nationwide dissemination of news, are such a regular feature of our daily life that they are simply taken for granted by the public. These tremendous news facilities and services are largely made possible by advertising.

In the United States, all radio programs—whether called "commercial" and sponsored directly, or called "sustaining" and sponsored by the broadcaster—are made possible by advertising.

In other countries, where the radio system is a state monopoly, the listener has to pay for his listening. In America, he gets more news, information and entertainment than anywhere else, and is thanked for his listening.

Under a state-controlled system of broadcasting, the opportunity always exists to make radio the mouthpiece of dictatorship. State control of radio in prewar Germany was the precondition of the poisonous, one-sided propaganda of Hitler and Goebbels.

In the United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic perform-

ance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

Opinions may differ as to which kinds of programs are most heavily weighted with public interest—news or comedy; classical music or music of the lighter variety; a political contest or a football game; a debate between two college professors or a debate between Fibber McGee and Molly.

I shall not attempt to answer those questions. However, it seems appropriate in this connection to state one very simple proposition. It is this: the broadcasting of any radio program which a substantial proportion of the available audience wants to listen to at the time it goes on the air is an example of broadcasting in the public interest. This holds true regardless of whether the program is commercially sponsored or is supplied by the station or network.

Among those who do not care to listen to the radio, it has become the fashion to jeer at radio commercials and some of the programs sponsored by advertisers. Soap advertising is a favourite target. In this connection I am reminded of an old European proverb that "the culture of a nation is determined by its use of soap"—and that the United States, with six per cent of the world's population, uses one-third of the world's soap supply.

Broadcasters are mindful of the fact that the sponsors of serial dramas pioneered in the daytime use of radio. They helped broadcasters build a new daytime service; and in doing so, they brought pleasure and relief from drudgery to millions of American housewives. Criticism of these program pioneers overlooks their contribution both to the American system of broadcasting and to the American housewife.

Story-telling is one of the oldest of the arts. The popularity of the serial drama represents a basic emotional response to a human-interest story. Such stories have a rightful place in a well-balanced program schedule.

Then there is the criticism that there is too much advertising on the air. Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse of this is true.

(Continued on page 22)



## We Salute

W. O. ("Billy") Richards—The Weston Co.



When it is recognised that Mr. W. O. Richards was engaged in advertising activities in the late 'nineties, it will be seen that his experience antedated the establishment of advertising agencies in Australia.

Mr. Richards later acquired an interest in the Weston Company—the first advertising agency to be registered as a Limited Liability Company after the inauguration of the Commonwealth in 1901. Later he became Managing Director.

What prompted Mr. W. O. Richards to courageously embark in the advertising field, and raise it to the status of an essential profession? Garnered from Mr. Richards' recollections, he sensed (as an omniverous reader of the Australian press of the 'nineties) that advertising did not measure up to the standards of the newspaper literary columns of that period. He recognised that merchants and manufacturers were prone to regard anything scribbled on the handiest scrap of paper and sent to the newspaper offices as sufficient to advertise their names, or products, to the public. What the compositors of those days did with the setting up of such advertisements—in a multiplicity of type faces—was nobody's business. So, Billy Richards decided to show how advertising brought up to literary standards, supported by good typography, and artist's illustrations, could increase the sales appeal, and greater turnover, by capturing reader interest. The rest is history—first attraction by the printed word and illustrations, later followed with the support of radio advertising.

Naturally, being a modest man (as most successful business men are), Mr. W. O. Richards was loth in our interview to embellish his progressive career. We find, however, that he was first President (1921) of the Publicity Club of Australia and Chairman of

the New South Wales Advertising Agents' Association. In 1921, the Weston Company placed the first agency advertising order for radio advertising. In 1935 the Company inaugurated the first complete radio advertising division and audition equipment. Obviously, therefore, it was understandable that in 1937 Billy Richards was voted Chairman of the N.S.W. Advertising Agents' Association to plan and organise the State's Sesqui-Centenary advertising campaign.

To-day, when press and radio advertising representatives call on the Weston Advertising Company, they can gauge the status of its services by the fact that original clients of the Agency in 1901 are still being serviced under the personal direction of the founder, yet withal W. O. Richards still finds a moment to extend the hand of goodwill to the representatives who call to place constructive propositions to the Weston Company's executives, who work to the advantage of Weston clients and the standard of advertising—no less!

Thank you, Mr. Richards, for permitting us a free hand in "saluting you"!

### FELTEX ON MACQUARIE

Goldberg Agency has negotiated for Felt and Textiles with the Macquarie Network for the sponsoring of "Just for You"—a series of quarter-hours featuring Australian singer Terry Howard. The contract—commencing on March 2nd—runs to 26 weeks and provides for regular Sunday appearances on 2GB/HR at 6.30 p.m.; 3AW/CV at 6.45 p.m.; 5DN/RM at 6.15 p.m.; 7HO at 6.30 p.m.; and 7LA at 6.30 p.m.

Terry Howard musical features are in the sentimental-ballad class, and in "Just For You" the famous singer is supported by the Wurlitzer organ of the Regent Theatre, Adelaide. Copy and all handling has been undertaken by the Goldberg Agency.

### INTERSTATE "QUIZ KIDS" QUESTS

Augmenting the regular Sunday night Macquarie Network's Quiz Kids, the sponsors, Johnson & Johnson Pty. Ltd., are instituting interstate editions and organising a search for suitable participants in the national network series.

To this end, 3AW will run a Victorian Quiz Kids' Quest—for a period of 18 weeks, commencing March 5—from 9-9.30 p.m. on Wednesday nights. High schools and both public and grammar schools have been asked to submit suitable contestants to 3AW and these will be heard in a series of qualifying rounds conducted by Terry Dear in the new Wednesday night channel. Contestants gaining the most points at the end of the series will take part in John Dease's future programs. Willmott Advertising Agency are assisting to build Victorian interest in this program by releasing a series of press announcements synchronising with radio programs.

### TESTIMONIAL FUND TO FRED SULLIVAN

A Testimonial Fund has been organised in honor of Mr. Fred Sullivan who, after 30 years' service as advertising manager of the Commonwealth Bank of Australia, was recently compelled by long illness to retire. Mr. Sullivan has given unstintingly of his time and great ability to furthering the interests of several charities including the Far West Children's Health Scheme in successful organisation of which he played a particularly active part.

The Testimonial Fund organising committee is as follows:— Messrs. J. E. Ridley, Aust. Fed. Commercial Broadcasting Stations; Claude Willmott, War Effort Publicity Board and AAAA (Federal); W. Trinick, secretary the Inch Club representing the press; J. Batley, president of The Clock Club; Bert Lawson, representing block makers; S. Pepperday, representing the printers; and R. Jackson, representing the provincial press.

The Fund closes on February 28, so there is still an opportunity for those who know Fred Sullivan and the service he has rendered to advertising and to charity to express their appreciation in this tangible form. Contact any one of the organising committee.

### BUILDING PERMITS

Private buildings for which permits were granted by municipal councils in Sydney for the month of December last, totalled 572, valued at £933,822. Dwelling homes accounted for 520 of the permits, factories 22, and flats 15.

# BIBER RADIO PRODUCTIONS

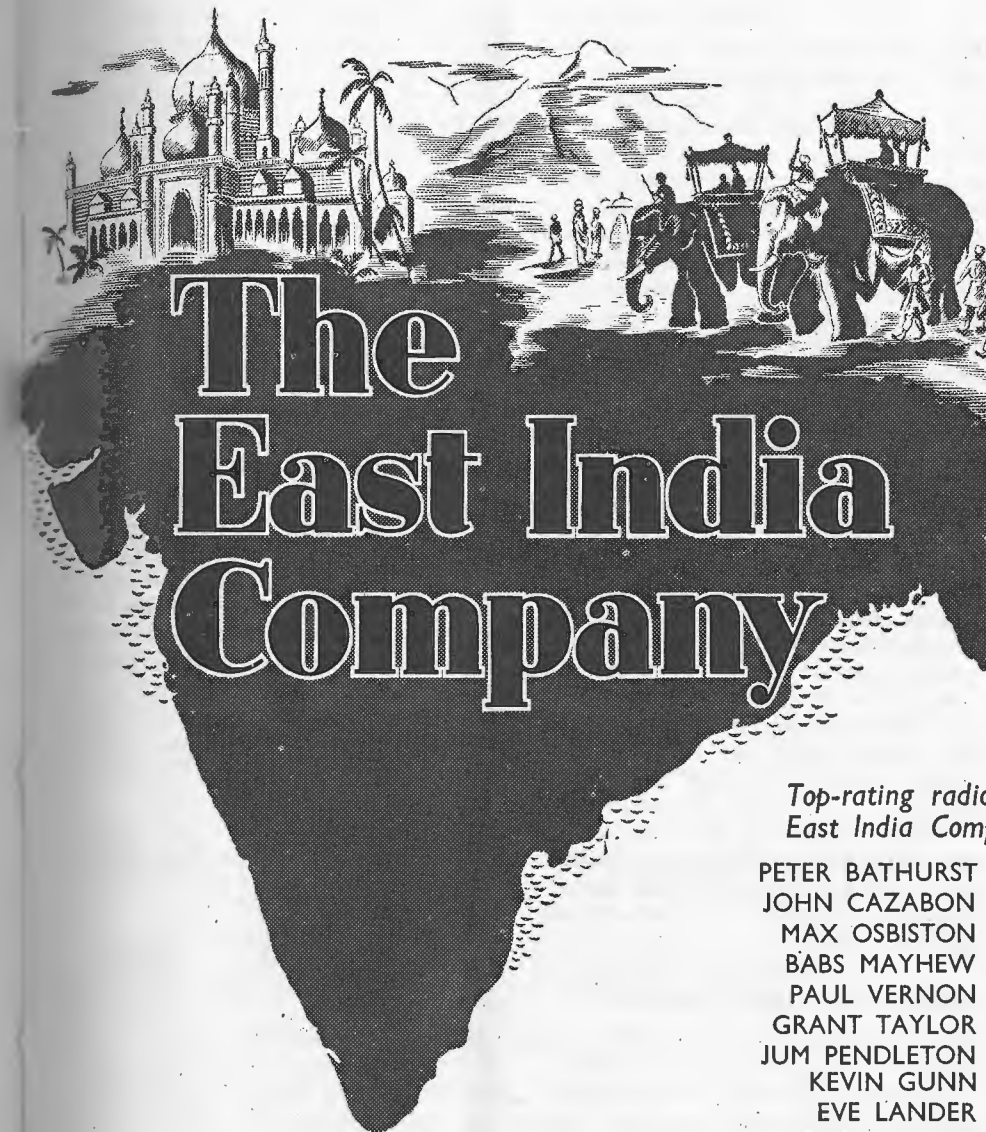
Announce that henceforward their programmes—

- ★The Hudson Bay Co.
- ★The East India Co.
- ★The Romance of Canada

(NOW IN PRODUCTION)

will be distributed through the A.W.A. Radio-Recording Studios.

Already holding big audiences on Station 2CH Sydney, "The East India Company," sponsored by Biber Furs Pty. Limited, is just a beginning of the brilliant line-up of documentary shows for the future.



Top-rating radio artists playing in "The East India Company" are as follows:—

- PETER BATHURST . . . Lord Robert Clive
- JOHN CAZABON . . . Amanda Sheshadri Mahl
- MAX OSBISTON . . . Capt. William Hawkins
- BABS MAYHEW . . . Cloris
- PAUL VERNON . . . Jehanghir
- GRANT TAYLOR . . . Finch
- JUM PENDLETON . . . Sir Henry Middleton
- KEVIN GUNN . . . Todor Mahl
- EVE LANDER . . . Margaret Clive
- DON CROSBY . . . Admiral la Bourdonnais
- JIM WOODS . . . Governor Duplex

The script was written by John Appleton The Narrator is Samuel Biber

WRITE FOR AUDITION DISCS TO...



# Radio-Recording Studios

47 YORK ST., SYDNEY

167 QUEEN ST., MELBOURNE



# Advertising in the Public Interest

(Continued from page 19)

In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes.

This difference is due to the nature of the two kinds of media. It does not imply that one deserves more praise than the other. There are certain limitations imposed upon radio advertising by the special characteristics of the broadcasting medium. It is obvious, however, that broadcasting is not so heavily burdened with advertising as some critics make it out to be.

## HIGH STANDARDS AND SELF-IMPROVEMENT NEEDED

On the other hand, we should not be complacent in regard to criticism. Radio broadcasting has made possible a type of advertising which permits and encourages a mass appeal couched in individual terms. It speaks to members of the crowd one by one, as friend to friend, in the seclusion of their homes. It is clear that the advertisement broadcast over the air should have brevity and tact and good manners to a degree that is not demanded of publication advertising.

If we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of advertising volume. Constant vigilance must be exercised to control abuses and maintain a high ethical concept of the advertising function.

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

We broadcasters, who are the stewards of radio's service to the public,

must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

To be effective, the commercial message should be as welcome a guest in the home as the program itself. If as much brains and experience and creative ability are put into the advertising message as are put into the radio entertainment, both advertiser and public would benefit. Public indifference or resentment to advertising is, has been, and always will be, a result of uninteresting, uninspired advertising.

The subject of commercial announcements deserves careful, continuous scrutiny by broadcasters, and by advertisers and agencies. Many commercial announcements can be made more effective than they now are. They can be improved—to make them sound better and sell better.

The content of the advertising message, its length, its placement, and its blending into the rest of the program, require extensive research and the best efforts of all who are interested in making broadcast advertising more effective.

## COMPETITION AND FREEDOM

In conclusion, let me express the conviction that the ingenuity and resourcefulness inherent in the competitive spirit of the American people have never been fully tapped. Every man who was a member of our fighting forces will tell you that his company, his regiment, his ship, his army was the best outfit in the entire war. That spirit of rivalry and competition was in the finest American tradition.

And if in our industrial and economic self-expression—by which I mean our advertising—we get to be a little "cocky" and boastful, let's not worry too much about it. This nation was built and populated by ambitious and enterprising men and women. When the day comes that General Motors doesn't think it makes better cars than Chrysler, and Chrysler doesn't think it makes better cars than General Motors, and either of them is

afraid to say so in competitive advertising—then our American way of life is through!

I do not believe that this country will ever be converted to Communism or any other totalitarian philosophy. This country was built and grew great on the idea of freedom and personal liberty. But too many of us are inclined to forget of what that freedom consists and on what it depends.

Because of the times through which we have passed, there are certain people who still look upon advertising as a sort of necessary evil—an accident of our culture and economy. They are annoyed at some of its excesses and are sometimes persuaded that perhaps advertising is not even necessary.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest, but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

## ANOTHER LOAN— ANOTHER QUIZ

Another Commonwealth Loan will be floated this year—probably in April, and the Commonwealth Loans Director, Mr. Charles Banfield, has announced that to boost along subscriptions there'll be another national radio quiz championship. Last year the first national quiz which was run to provide publicity for a loan was confined to capital cities and was won by Victoria. This year plans are being made to extend the stunt to country areas, which means that every country broadcasting station including the nationals, will be involved.

The fact that this year the radio quiz will provide the main publicity feature for the Loan as compared with last year's main drive being concentrated on press and poster advertising with radio in support, is indicative of the very high regard in which the efficacy of the broadcast advertising medium is held by the Loans Director.

## VETERAN MUSICIAN LIKES HIS RADIO

While admitting that he liked listening to modern music on the radio, veteran Melbourne organist Dr. W. G. Price on his 82nd birthday recently stated that parents should be careful of what they tuned to in the presence of their children. He pleaded that the youngsters' musical tastes should not be "ruined from the start."

"I listen to the modern stuff these days—as well as the classic hours and the cricket—and some of it is awfully clever. Some of it is awfully exciting. But generally it's vague and confused, and lacks the clarity and soothing quality of the older masters.

"These modern pieces lack foundation, which comes only after long apprenticeship. Too many of these self-styled modern 'composers' are like the painters who turn out pictures before they have learned to draw a straight line."

Dr. Price, whose recitals on the Town Hall organ delighted thousands for a quarter of a century (he was city organist from 1906 to 1930), believes the day of the organ recital is over. Too many things are competing against the organ nowadays, he says.

## TO HELP SMALL ADVERTISERS

Newcastle station 2HD has created a way to help the smaller advertiser throughout the Newcastle districts. This has been carried out via Shopping Centre Programs, scattered throughout the daytime. Nine of these sessions have been created already, ranging as far as Wingham which is approximately 100 miles north of Newcastle.

The Shopping Centre Programs have proved of great assistance to the housewives of each district as each advertiser endeavours to present a money saving special to collect their interest.

Sessions are an hour to 80 minutes.

## GREENHALGH TO LECTURE ON FM

An event of considerable interest will take place at Newcastle on February 27, when the recently-formed I.R.E. Division in that area will present a lecture on "Frequency Modulation" by Mr. K. N. Greenhalgh, M.I.R.E. (Aust.), Chief Engineer of 2KO.

The meeting will be held in the Engineering Building of the Technical College at Tighes Hill, and those interested in attending should contact the Hon. Secretary, Mr. F. J. Preston, at Newcastle B3551.

## MYER HOUSE OPENING IN BROADCAST

Spencer Jackson, well known Melbourne real estate agent, who recently commenced sponsoring of a session on 2UW Sydney, has been appointed sole managing agent for the Myer House, which was officially opened in the Treasury Gardens, Melbourne on February 12, by the Premier of Victoria, Hon. John Cain, M.L.A., supported by Mr. Barry, the Minister for Housing and Cr. Ray Connelly, the Lord Mayor of Melbourne.

The ceremony was broadcast through 3UZ to 13 Victorian country stations, with Doug. Elliott as commentator.

Speeches were made by the Premier, the Minister for Housing, the Lord Mayor and Wing Commander Wackett, designer of the Myer House, which was constructed under his supervision. Also present in the official party were Mr. Norman Myer, of the Myer Emporium, and Lady Brookes. The Myer House in the Treasury Gardens is being raffled in aid of the Queen Victoria Hospital. Similar homes can now be "bought over the counter" at Myers in Melbourne.

## Retail Stores are relying on 3CV exclusively

The Sales value of messages from 3CV has genuinely convinced Matthews Bros., the busy emporium of Bendigo, that they have extended their current contract of three special quarter hours daily by an additional quarter hour daily, thus using a full hour, much of which is taken up during Correspondence Time.

The essence of this contract is significant that the emporium's sole advertising budget is expended with 3CV.



Relaying 3AW continuously from 6.30 p.m. to 10.30 p.m.

## It pays to be on 3CV

Intense local interest backed by release of all Macquarie Network programmes are added reasons why sponsorship should be through 3CV. Enquire from your Macquarie representative.

## Top Personality in Central Victoria

3CV is fortunate in having its major daytime programmes conducted by "Margery May," one of Central Victoria's best liked personalities. She was well known to listeners at 3HA, 3TR, and in New Zealand, and besides being woman's announcer is a pianist from the Royal College of Music, London, and a featured radio soloist. Her "Correspondence Time" has one of the most attentive widespread audiences in rural Victoria.



## NATIONAL DRY GOODS ASSN. STUDY RADIO FOR RETAILERS

### Power of Air Medium in Sales

Creation of a radio advertising department in every retail store was advocated at the radio session of the 34th National Retail Dry Goods Assn. Convention held in New York last month, by Miss Lee Hart, NAB assistant director of broadcast advertising and director of radio at Joske's of Texas during the store's one-year clinical test of broadcasting as a medium for retailers, reports "Broadcasting."

Warning store operators that they can't just "play around with radio," Miss Hart said use of the medium calls for careful planning and continuous guidance by someone in at least a semi-executive position. She said the department must not only assume the responsibility of planning and scheduling for radio but must develop skill in analyzing radio copy for its potential advertising impact.

In citing the power of radio as an advertising weapon, as demonstrated by Joske's, largest department store in the Southwest, Miss Hart said lessons learned from the clinic are available to all stores through a series of NAB publications.

The broadcast medium offers stores the chance to use the air-waves to turn listeners into customers and to develop "a persuasive personalized selling voice" in the buyer's market, Miss Hart told the nations retailers.

A comprehensive report of the radio advertising study conducted in San Antonio by the large department store, Joske's of Texas, in co-operation with the NAB, was presented.

Willard H. Campbell, sales manager of Sibley, Lindsay & Curr, Rochester, N. Y., was panel chairman. Mr. Campbell introduced Frank E. Pellegrin, director of broadcast advertising

for the NAB, who outlined the background of the Joske study, the most intensive radio advertising campaign ever undertaken by any retailer.

Using BMB, which Mr. Pellegrin compared with the Audit Bureau of Circulation for newspapers as a station gauge, Joske's launched a radio campaign featuring the "beamed program technique," in which programs were aimed at specific listeners, he said. The results of the clinical test have been combined into a 90-page initial book, *Radio for Retailers*, with supplementary chapters soon to be available.

#### Value of Repetition

Outlining the development of the Joske radio advertising tests, Edward C. Sullivan, executive vice-president and general manager of Joske's, said that after the beamed program technique had been developed, the store set up a separate radio advertising department. A training program was given writers so that "as a result, we now have a staff of competent script writers although none of them had had any radio experience before being at Joske's."

He credited radio with selling the slogan, "Joske's of Texas, the largest store in the largest State, by the Alamo, San Antonio," to such an extent "that it is practically a by-word in Texas and Mexico."

He said that although "most phases of the clinic are now completed, we are continuing our extensive schedule. We are firmly convinced that radio is one medium in which repetition, repetition is of great importance. We feel its value increases with use. Radio advertising is effective when properly planned, when used boldly, sufficiently and regularly. If you plan to stop, don't start. We know that our success has been due to careful planning, competent and thorough follow-through, and an adequate schedule regularly maintained."

#### N.S.W. REGISTERED COMPANIES

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES (FEDERAL): Reg. 7/1/47. 100 members. Objects: To establish a better understanding and appreciation of the usefulness and proper scope of advertising, etc. Subscribers: Hugh G. Berry, Claude H. Willmott, Herbert Adams, Loyd R. Coleman, Laurence M. Novissimo, Leonard V. Bartlett and John H. Wilkinson. Reg. office: Sydney.

#### CENTURY FOR "BACKSTAGE"

Roneoed station gossip sheet, "2SM Backstage" published weekly by 2SM Sydney passed its hundredth issue on January 29. It is one of the brightest and breeziest things of its type around the trade and its editors can be congratulated on a good publicity sheet.

#### NEW S.T.C. TRANSMITTERS

The recent opening of a new transmitter by 4AK, Oakey, marked the first entry into commercial service of a new series of high-efficiency broadcast transmitters designed and manufactured by Standard Telephones & Cables Pty. Ltd. of Botany Road, Alexandria, N.S.W. It is understood that another unit of the same general type will shortly be placed in service by 2UW, Sydney.

The new transmitter at 4AK is a 2-kilowatt unit of the high-level modulated type housed in a single cabinet occupying a floor space of only 6 ft. by 4 ft. 3 ins., and with a height of just under 7 ft. Doors are provided in the front, sides and rear of the cabinet, giving maximum accessibility for inspection and maintenance.

The fidelity characteristics of these new transmitters are of interest, and are as follows:—

**Frequency Response**—± 1 db. from 30 to 10,000 c/s., 30 db. down at 15,000 c/s.

**Distortion**—1.5% at 80% modulation and not exceeding 3% at 100% modulation.

**Noise Level**—-60 db. up to 250 c/s., -70 db. above 250 c/s.

Features of the equipment are the

#### TRANSCRIPTION PICK-UPS

Advice comes to hand from Melbourne of a new series of transcription pick-ups being produced under the name "Audio-Scribe," by Hi-Fi Recording Equipment of 12 Halstead St., Caulfield, Victoria. It is understood that these new pick-ups have been designed by 3AW technician Ray Kinley, while an initial installation of the new units has been made at 3AW, in association with new Byer turntables, as part of a program of studio equipment modernisation, pending completion of 3AW's new transmitter set-up.

The new "Audio-Scribe" pick-ups are of the magnetic type and are available in two patterns—a lightweight unit especially designed for

provision of a built-in artificial antenna, capable of dissipating the full transmitter output, for testing and alignment; duplication of the preliminary RF and AF stages with rapid changeover facilities; and a full complement of interlock and overload protection apparatus.

An attractive brochure describing the full series of transmitters, ranging from 250 watts to 50-60 kW., is available on application to S.T.C.

acetate play-back and a slightly heavier unit for general-purpose use. Three types of arm available to suit either of the pick-up heads, and these include both straight and offset head mounting types.

A feature of the new pick-up heads is the use of a plastic damping system instead of rubber.

#### Studio Round-up

John Bhone is now associated with Burlington's Productions Pty. Ltd., in charge of the radio academy, and voice production section for selected pupils. He is also heading the cast of professional artists, as well as producing "For You, My Children." Burlington's Productions Pty. Ltd. have a large production program scheduled, both in dramas and musicals—the latter to be produced by P. G. Saville, managing director of the company.

Burlington's have launched out in another direction, with a photographic model agency. Photographs are tabulated of all types and supplied on request to commercial photographers, and any type can be supplied at short notice.

## Wire Recorders Find Many Uses For Radio



Australian commercial broadcasting stations are making good use of wire recorders and putting them to all kinds of service to provide unusual radio fare for listeners. In the case illustrated above, 2KO Newcastle sent its wire recorder out into homes in the district for first-hand accounts of how New Year's Eve was being celebrated by people in their homes.

## TOOWOOMBA

A population coverage of 126,000 people who live in the richest agricultural area in the state. This population is fully served by 4GR with news and features . . . continuous feature programmes from 6.15 to 9.00 p.m.

Your Queensland Radio Advertising isn't complete without . . .

**RADIO 4GR, TOOWOOMBA**  
"The Voice of the Darling Downs"

# Australia Needs Body Like F.C.C., Says A.B.C. Chairman

(Continued from page 16)

ourselves and to the taxpayer. We would submit, however, that the case for such an increase is soundly based. Quite apart from the reasons given in this submission and the comparison made with other countries, we would point out that the present rate of 20/- is less than the original fee charged in 1932, namely 24/-, and the subsequent 21/- which obtained up to the year 1940. Furthermore, the purchasing power of the 21/- in 1932 in terms of all the services which the Commission is to buy was very much greater than it is to-day. The Australian listener with a fee, say, of 25/- per set to-day is paying less in terms of present currency than he did with his guinea in 1932. If the 5/- additional to the 12/- now received is added as a charge on the licensed sets of this country, we should still be under the average of payment in comparable countries overseas. It seems to the Commission that the issue depends ultimately upon the value which this country places upon its national system. If it has justified its place in our development, then I feel that adequate finance in an appropriate form will not be denied us.

## LORD REITH'S OPINION

Replying to questions by the Chairman of the Committee (Senator Amour) Mr. Boyer said that when at a previous hearing, he, and before that the then A.B.C. Chairman, Mr. Cleary, referred to the desirability of emulating the Canadian system of control of broadcasting, the A.B.C. was not referring to methods of financing, but rather to the whole area of broad-

casting whereby the commercial stations were compelled to adopt certain standards and to broadcast a certain amount of public service programs as dictated by the Canadian Broadcasting Corporation. He remembered Senator Amour referring to him the opinion expressed by Lord Reith (former Director General of the B.B.C.) that the national broadcasting service could include sponsored programs with "delicate" and "unobtrusive" reference to the sponsor or product. But Canada had started out with just that idea. However, the C.B.C. could not maintain its standards along those lines and had admitted it.

Mr. Boyer said that he did not think that the A.B.C.'s experience would be any better than the C.B.C.'s in that direction. It would be inevitable that under sponsored programs on the A.B.C. the standards would definitely be influenced by commercial interests.

## COMMERCIAL FIELD ALREADY CROWDED

"We feel that any encroachment on the independence of the national service from the patronage of any interest would progressively destroy the most valuable element in the character of the national service," he declared. "It is our opinion that the market in Australia for air advertising is already heavily catered for, if not overloaded, and any income which we may derive in the highly competitive field would be in any case insufficient for our needs."

Senator Amour: It has been suggested by a correspondent that the

commercial stations be nationalised. What is your opinion about that?

Mr. Boyer: That is a matter of high policy. We have established a dual system of national and commercial broadcasting, and it seems to be operating fairly satisfactorily. If we were starting off now and looking at the position quite dispassionately, I would say that I think Great Britain was well advised to retain the national system.

Replying to questions by Mr. P. C. Spender (Lib., N.S.W.), Mr. Boyer said that he would like to see some completely independent supervisory body over Australian broadcasting, like America had in her Federal Communications Commission. He believed also that Australian commercial station interests would also welcome such a body, that was, of course, if the principle of supervision were adopted.

Mr. Boyer told Mr. Spender that the A.B.C. always believed that a fundamental error had been made in the Australian national broadcasting service when it was decided early in the piece to segregate the programming and the technical facilities.

## FUEL SHORTAGES SLOW BRITISH INDUSTRY

More than 60,000 workers in British factories are idle because of shortages of coal, electricity and gas, and thousands of others are working only three or four days each week.

These cuts in production come at a time when the Government is warning industrialists and workers that Britain must produce more if present living standards are to be maintained.

# Conservatives Allege Labour Bias in British Broadcasting

(From our London Correspondent)

LONDON, JAN. 28: The Conservative Party in Britain has announced the result of a check on political broadcasts over the State controlled B.B.C. and has found the answer far from satisfactory.

A bias is alleged towards labour viewpoint and the suggestion offered that an independent broadcasting system would eliminate some of these problems.

According to the Conservative Party—

"An analysis of programs for December 1936, excluding Brains Trust, shows that 32 talks on political subjects by 22 different speakers were broadcast. These talks can be classified accordingly to the political affiliations of the speakers as follows:—

## FAR WEST HEALTH SCHEME

Recently the Townsville Rotary Club purchased 14 ex-Army hutments at Rowes Bay, Townsville, right on the sea front with the object of transforming them into a Bush Children's Health Resort, and a few weeks ago the first batch of 27 children from the far west of North Queensland enjoyed what in most cases was their first away-from-home holiday and glimpse of the sea. The purchase price of the buildings (£700) was guaranteed by four Rotarians. The debit had to be liquidated and 4TO was called in to assist. The result to date is over £1,067/10/9 in cash, (much of that amount being received over the counter at 4TO), as well as a piano, sewing machine, swim suits and many other gifts in kind.

The largest individual "straight out" donation was £50, whilst the real highlight of the drive for funds has proved to be the series of Jack Pot Competitions called "Bush Children's Health Scheme, Clothes Line Jack Pots" broadcast by 4TO under sponsorship of Hillman's Radio Service, Flinders Street, Townsville. Listeners were asked to forecast the actual order in which the seven articles of apparel would be hung on the imaginary clothes line each week over a period of three weeks. With an entrance fee of 6d. 5,237 entries were received and the Bush Children benefited to the extent of £98/3/9 which the sponsor increased to the round £100.

socialist M.P.'s 6; other Socialists 9; total Socialists 15. Liberals 6. Independent M.P.'s 1; speakers, whose political affiliations are not known 10; total independents 11. Conservatives 0.

In the majority of cases no exception is taken to the subject matter of the talks.

It is pointed out that even a non-controversial talk can have political value to the broadcaster by providing personal publicity, and that even an ostensibly factual broadcast can convey subtle political propaganda very effectively if the speaker so desires."

## RADIONIC EQUIPMENT

Is the choice of Station Engineers when they require New Equipment or Spares for their Studio or Control Room.



## RADIONIC PRODUCTS

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243

YOU REACH THE SALES-RICH THROUGH

# 4BU

# BUNDABERG

where locally sponsored programs are always on a big scale.

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# ART IN ADVERTISING

## Professor Praises Tone of Australian Advertising

The Australian Commercial and Industrial Artists Association's first Post War Exhibition was opened in the Atheneum Gallery on February 4, by Prof. J. Burke, O.B.E., Chair of Fine Arts, Melb. University.

Sir Keith Murdoch (chairman of directors of the Herald and Weekly Times) who introduced Professor Burke, said that the Professor had a deep understanding and appreciation of what was called modern art. He regretted that Melbourne had so little French 19th Century Art and so little Modern English and neo-contemporary work which could be found in the galleries of America, Britain and Europe.

Professor Burke, opening the Exhibition, said those who had promoted the Exhibition deserved to be congratulated on their endeavour.

"Commercial art is sometimes depreciated by the ignorant because it is a form of salesmanship," he said. "In fact when it is good it has high educational value and performs an inestimable service in raising the standard of public taste. Commercial artists and industrial designers have indeed a great responsibility. Their work is multiplied not ten or one hundred or a thousand, but tens of thousands of times. For good

or bad it reaches every member of the community, the child and the aged, the rich and the poor. It is fanciful to look forward to a day when every page in a magazine and every article in a home is a pleasure to the eye and intelligence!

"At the present time the deterioration of public taste is such that a common pretentious and imitative work often commands a readier sale than the good," the Professor continued, "but there are signs, particularly among youth, that the public is going to demand something better. At the moment it may require an act of faith for the business man to spend his hard-earned and hard-taxed money on design. But it is sometimes good sense to take a long term view.

"That is one reason why I am encouraged by the Exhibition. Like all Exhibitions of its size, the standard is not even, but there is some good work in it. If I may comment on the work of one section. I have been favourably impressed by the tone of the advertising. A great deal of advertising in other parts of the world is founded on an appeal to rather base instincts; to snobbishness and the more materialistic forms of sex and acquisitiveness. Here it is refreshing to find the faces of lovely and

healthy children, nature studies with charming borders of leaves and flowers and animals, and the deliciously colored and designed menu and invitation cards of Mr. D. Annand. I hope this freshness of moral tone and graciousness in the little things may always be a distinguishing feature of Australian commercial art.

"Finally, I should like to explode the notion that there is a hard and fast division between the painter and the sculptor on one hand and the commercial artist on the other. The posters of Toulouse Lautrec are eagerly sought for by the great national galleries of the world; and in our own time McKnight Kauffer and A. M. Cassandre, the best known painters and sculptors in Australia, like Mr. Russell Drysdale, have made designs for industry. There are exhibitors here who have also painted landscapes purchased by the National Gallery. Society owes a great debt to those commercial artists who keep before themselves the highest ideal and standards of art."

The A.C.I.A.A. is organised in Victoria and New South Wales and is in the process of formation in several other states.

Victorian president is Frank Andrew, 474 Little Collins St., Melbourne, and the N.S.W. president, Ray Wenban, of Macleay Street, Potts Point.

The main award of a bronze medalion was won by Nell Wilson of Sydney for her Mazda Poster.

Analysing FM applications up to October 1 last, the FCC announced that 70.8% came from persons in the AM field. Another 12.3% were from non-AM newspaper interests and the remaining 16.9% from persons without either AM or newspaper interests. Altogether 34.2% of all applications came from persons with newspaper interests. A total of 615 FM grants had been issued from January 1, 1939 to October 1, 1946.

## "Mystery" Cartoonist at Staff Party to H. G. Horner

Here are six of the dozen or so posters that decorated the walls of 2GB Macquarie's new premises next door to Macquarie Building when the combined staffs tendered a farewell party in the form of a "barn-dance" and cocktail party to retiring general manager H. G. Horner. The artist's identity was not disclosed although both R. E. Denison, managing director, and R. E. Lane, general manager, promised not to "victimise" the "culprit."



## PNEUMATIC DRILL INSPIRES RADIO PLAY

A young ex-soldier, Michael Noonan, suffering with a mild ear affliction—"Tropical Ears" they called it in New Guinea—was wakened recently by the noise of a pneumatic drill demolishing an air raid shelter at Rushcutter's Bay.

The noise inspired him to write a play for the Bex-sponsored "Authors' Playhouse" series on Radio 2UE. He titled his play "Public Enemy" and made his hero a pneumatic drill operator.

Showing Dr. Graham Drew (Director General of Health, N.S.W.) a copy of his script, Noonan was warmly congratulated on the good work his play would do in combating the noise evil. Dr. Drew said that he was glad to hear that 2UE was co-operating in the wide Anti-Noise campaign the Health Department was launching in March—"Public Enemy" will be heard at 8.30 p.m. on Friday, March 7.

He said that radio stations could give effective assistance to the Department's aim to eliminate avoidable noise by stressing before pro-

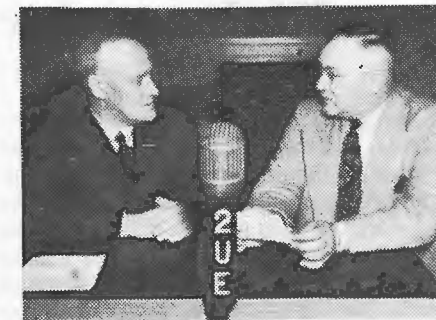
## NEW DAY FEATURE FOR BIG SYDNEY STORE

A Four-times weekly serial, "Home Sweet Home," has been booked by Anthony Hordern & Sons Ltd., on 2GB, Mondays to Thursdays inclusive at 12.45 p.m., immediately following the News.

The same sponsor has also contracted for 13 special five-minute editions of the Macquarie Newsreel covering the Royal Easter Show.

"Home Sweet Home," discd in 15 minute episodes, is the story of the adventures of Nick Laurence and Joey. Nick is an artist in the city. Joey breaks into his life one night after an encounter with a policeman. For Joey is an orphan who has run away from the orphanage, and he presents such a pathetic picture to Nick that he takes Joey under his wing. From the city, the scene of the action transfers to the country where the story of "Home, Sweet Home" is unfolded. After a good deal of difficulty with Aunt Matilda Marsden, whose bark is worse than her bite, Nick and Joey take up residence at "The Oaks." Also at "The Oaks" is Aunt Matilda's niece, Joan, an attractive girl who captures both Nick's and Joey's hearts. From then on, there are all sorts of adventures for the main characters in the play, with Joey providing the comic relief throughout.

## N.S.W. PREMIER ON THE AIR



On Sunday, February 9, the new Premier of N.S.W., Mr. James McGirr, made his first broadcast since election to the Premiership, over 2UE in Harry Yates' Diggers' Session. Mr. McGirr complimented Harry Yates on the fine work he had done and was doing for ex-Servicemen in this State.

He said "I want to assure the people of this State that it will be my endeavor to serve them faithfully and well in the years that lie ahead in which the State of New South Wales will play an important part in the development of Australia."

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3XY

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Central 6612

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



## Will More Stations Mean Higher Advertising Costs?

American Advertising Agency executives enthusiastically support radio as the lowest-cost-per-impression medium in promoting the sale of widely distributed low-priced products, but they believe that the increase in the number of stations will make radio a more expensive medium to use in the future.

These are salient opinions expressed by a cross-section of advertising agency experts in a survey of opinions being conducted by "Broadcasting."

The survey was conducted by Audience Surveys Inc., New York, in early December. Questionnaires were answered by a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business.

The panel was asked (1) how the continuing expansion in the number of radio stations will affect their expenditures for radio time; (2) which advertising medium provides the best information about itself; and (3) which is the cheapest to use.

Three out of five agency executives feel that as the number of stations increases, advertisers will have to spend more money to get the same advertising results they now get from

radio. Half as many (31%) feel that they will get the same results by spending the same money. Only 5% of the panel feel they will get the same results by spending less money in the future.

When asked to explain why they felt as they did, virtually all who felt radio would cost more shared the opinion that the new stations would further divide the audience, resulting in less listening for each station and increasing the cost of reaching the same audience.

Implicit in this opinion (and mentioned by many respondents) are these considerations: (1) the radio audience will not increase in total size in the future; and (2) no rate reductions can be expected.

Although this was the predominant thinking behind the "cost more" opinions, other panel members commented on: The general increases in operating expenses which will make radio time more costly regardless of new stations (broadcasters expect operating costs to increase an average of 14.4% per station), the improved (but more costly) programming which will result from increased station competition; and the further division of present station audiences by FM and television.

### BRITISH TELEVISION PRODUCTION RISES

In June of last year, when the production of television receivers was recommenced in Britain, 375 were produced. This monthly production figure had risen to 1,725 in November, indicating a growing public interest which is making the present B.B.C. transmission facilities inadequate. In order that the television service may be extended to answer this demand, £2 million will be allocated annually for television development. Plans are in hand to provide a complete and regular national transmission. This will be accomplished by laying special coaxial cables, and setting up five new provincial relaying and amplifying stations.

British manufacturers plan to produce 200,000 television receivers during this year.

### 142 FM STATIONS AIRING IN U.S.A.

Washington, Jan. 20: According to a list released by the FCC on January 14, a total of 142 FM stations in 33 states and the District of Columbia are now in operation. The list exceeded by 53 the number reported in operation in November and was six greater than the 136 which FCC announced as on the air at December 31.

Nearly all FM stations are employing interim equipment, pending completion of full construction, says the FCC, and in some instances operation may be interrupted due to equipment changes and construction.

Almost 50 of the 142 were licensed before the war, and some of these are continuing temporarily to operate on the old FM band. In addition to the 142, FCC said, an FM program has been furnished by a developmental station in Cleveland.

### BRITISH RADIO DEVELOPMENTS

Britain's radio industry has used its experience of the last six years to incorporate a number of technical improvements in its new models, though outward appearance and general shape of the sets are similar to pre-war designs.

Plastics, with an attractive range of colors, are now being used for many sets. One firm has produced a speaker grille of woven plastic yarn, which is very durable and easily washable. Another development resulting from war-time research is the use of compressed paper for panels; during the war, wheel and wing tip sections of fighter and bomber aircraft were made from this material.

"Personal" midget radio sets, about the size of a woman's handbag, and from a distance looking like one, are a peace-time evolution from the minute telegraphy instruments used by underground agents during the war. They can be carried by a sling from the shoulder and bring radio sets into the same category of personal possessions as binoculars and cameras. All parts are inside a metal body and the sling is the aerial. One such model is now going into production for export.

A new receiver, designed as a globe, placed on a tubular stand and allowing for easy height adjustment, is now available for export. The loudspeaker grid is placed at the top of the globe and thus enables the sound to be evenly distributed throughout the room. Volume control and wave change are fitted as sleeves over the tubular stand, and the whole set has no projecting knobs or dials.

Britain exported 54,500 radio sets in October 1946, an all-time record, compared with a monthly average of 7,100 in 1938.

### BACK TO BROADCASTING



Charles Cousins, who returned to work at 2GB a fortnight ago. Some of Cousins' friends outside of the broadcasting field are circulating a petition calling upon the Governor General to restore his army commission which was recently taken from him by the Australian military authorities, following protracted proceedings arising out of alleged broadcasts by Cousins while he was a POW in Japanese hands.

## L. B. Fanning Farewelled

### Australian Delegation Leaves for International Telecommunications Conferences

A farewell luncheon was tendered to Mr. L. B. Fanning, I.S.O., Director-General of Posts and Telegraphs, at the Hotel Australia, Melbourne, on Monday, February 10. Mr. Fanning, together with other members of the Australian delegation, is expected to leave for abroad early next week.

The Postmaster-General, Senator Cameron, speaking at the luncheon, said that Mr. Fanning, who is not only the Director-General of Posts and Telegraphs, but is also Vice-Chairman of the Overseas Telecommunications Commission and a member of the Australian National Airlines Commission, will leave for the United Kingdom during the next few days as the leader of the Australian delegations to the International Postal and Telecommunications Conferences, which are to be held overseas during the present year.

Mr. Fanning will have with him whilst overseas a group of senior officers of the Department who are experts in the important fields which are to be covered by the conferences and who will afford him invaluable assistance. His colleagues will be Messrs. R. V. McKay, Chief Engineer; J. M. Martin, Chief Inspector (Wireless); S. H. Witt, Supervising Engineer (Research); J. C. Harrison, Inspector (Telegraphs); E. J. Stewart, Assistant Supervising Engineer (Research); and Mr. W. G. Wright, Assistant Superintendent of Mails, Victoria, whose services have been loaned by the Victorian Administration.

At the Postal Congress which is to be held in Paris during May for the purpose of revising the Universal Postal Convention, representatives of over 80 countries will attend.

There are also three important conferences to take place in the telecommunications spheres. The first of these—the International Radio-communications Conference—will review the radio regulations annexed to the Telecommunications Convention, including the question of re-allocation of radio frequencies, in the light of the developments since these provisions were last amended in 1938. An International Conference on short wave broadcasting will be held in connection with the allocation of radio frequencies for this type of service. In addition, a plenipotentiary conference will be held to revise the International Telecommunications Convention en-

### EXTENSION OF BRITISH WIRED WIRELESS?

The development of multi-broad-broadcasting (often referred to as "wired wireless") in Britain, which is the subject of manoeuvring between radio retailers who refuse to be squeezed out of the installation of radio and television by wired systems and the multi-broadcast companies who are attempting to secure options from city councils to wire their cities has now reached the stage at which policies applying there are to be extended to overseas markets. There is as yet no specific indication as to which markets are intended for exploitation.

It is reported that the multi-broadcasting companies have immense financial backing. The Broadcast Relay Service, which increased its capital by £1 million last November, recently formed a new subsidiary under the name of Broadcast Relay Service (Overseas), which was registered as a private company with a capital of £600,000.

### SPONSOR SUPPLIES BREAKFAST FOR RADIO STAFF

Silvers Food Bars Pty. Ltd. have hit upon a novel idea for radio advertising by supplying breakfast to the announcing and control room staffs at 2CH so that their appreciation of the good things provided may be voiced over the air.

Silvers supply breakfast each morning, the dishes varying from bacon and eggs, steak and eggs, grilled sausages and bacon, etc., these being delivered at the correct temperature at the 2CH studios shortly after 7 a.m.

Cliff Nichols (formerly of "Nicky and Tuppy" on 3AW) now conducts the 2CH Breakfast Session, assisted by Graham Stone.

Cliff Nichols has added several novelty features to the Breakfast Session in recent weeks, another sponsorship being the "Bathtub Session" at 8.30 on Saturday mornings. This caters for the city's "bathtub" entertainers, eight of whom will appear in a competitive capacity each Saturday. After "doing their stuff" before the mike, the competitors are judged and prizes of £1/1/- and 10/6 are awarded first and second.

Another novel session is "Corny Corner," sponsored by Reynolds Bros. at 7.20 each morning, a guinea prize being offered for the "corniest" idea submitted each day.



Mr. L. B. Fanning

tered into at Madrid in 1932 between the representatives of 73 countries, with the object of establishing international co-operation for the rational use of all kinds of international telecommunication services and for promoting the most efficient working of telecommunications in general.

Concluding his remarks, Senator Cameron proffered the best of good wishes on behalf of the Government and the Postal Department to Mr. Fanning and other members of the delegation.

The luncheon was attended by the Assistant Director-General (Mr. G. T. Chippindall), who will act as Director-General during Mr. Fanning's absence from Australia; the Chief Inspector (Postal Services) (Mr. P. E. R. Vanthoff), who will act as Assistant Director-General; the Deputy Director, Posts and Telegraphs, Victoria (Mr. C. G. Brown); and the heads of branches at Central Office and in Victoria.

### INDUSTRIAL MANAGEMENT

At a conference in Melbourne last week the Institutes of Industrial Management of Sydney, Melbourne and Adelaide decided to form a Federal Council.

First president will be Mr. John Storey (of Overseas Corporation, Melbourne) and members will be Messrs. William Queale (Kelvinator, Adelaide), A. B. Barker (Richards Industries, Melbourne), A. Murray-Jones (De Havilland, Sydney) and J. R. Vicars (John Vicars, Sydney). Mr. A. Stanley Ridley, manager of the Melbourne Institute, will be secretary.



Western Australia

Nell Shortland-Jones, who conducts the afternoon session from 6PM-AM each day, has been obliged to go into hospital and will not be heard for some weeks. "Auntie Nell" will be very much missed by scores of interested listeners.

Intense interest was created at the final round of the State History Quiz from 6IX-WB-MD when Wesley College student G. Bolton won the £50 first prize. Runner-up J. M. Wheeldon put up a good show and the contest was keen to the last question. Next in the series is the Geography Quiz, which commenced on Tuesday, Feb. 18.

Frank Whitford has returned from his trip to the eastern states, and also back from a business trip to Sydney is Graham Dowland, manager of 6PR-TZ.

Maxine (Maxine Kerr), of station 6PR, who conducts "Magazine of the Air," left by Skymaster on Friday for a holiday in Adelaide and Melbourne.

Walsh's Men's Stores have renewed "Racing & Trotting Round-up" on 6IX-WB-MD for a further period (Adcraft Service).

The new Macquarie show "Leave it to the Girls," heard from 4BH every Friday evening at 8, is attaining great heights of popularity, due mainly to the novelty of the show and the professional manner in which it is presented.

South Australia

Mr. E. R. Ross-Webster, manager of the radio division of Paton Advertising Service Pty. Ltd., Melbourne, visited Adelaide to confer with 5DN-5RM on the first broadcast of the big £200 cash prize quiz program, "Yes, Teacher." Mr. Webster is himself no stranger to radio. At one time studio manager at 4BK, he has also done microphone work for several other stations. Neither is he stranger to merchandising through radio having been associated with market development for Lever Bros.' products and later with Colgate-Palmolive radio activities. "Yes, Teacher" is sponsored by Purina Grain Foods and with the object of tying in retailer interest, executives and staff of groceries throughout Adelaide and suburbs are being issued with invitations to attend the broadcasting on the Saturday nights when boys and girls from their particular suburbs are competing.

An informal gathering of test men and commentators at the home of 5KA's general manager, Mr. C. W. Batten, on the night of Jan. 31, included Jack Gurry of 3UZ, Brian Newman of 2UE, test umpire George Hele who participated in the "Adelaide Speaks" show Feb. 3, Johnny Quinn and Bill Davies, who were associated with 5KA's broadcasts of football in '46, and announcers Pat Hodgins and John Hansberry. Johnny Quinn told how he'd telephoned George Hele and offered to pay him one guinea if he could pick the voice of the next speaker. Jack Gurry took over, said "Hullo George" and George replied "Hullo, Jack, you can tell Johnny he owes me a guinea."

Professor Oliphant, who was recently in Australia in connection with atomic energy projects, has drawn attention again to the extensive uranium deposits of uranium-bearing material at the Flinders Ranges in South Australia. As the Premier, Mr. Playford, has pointed out, these deposits hold untold wealth for Australia.

Twenty-four new companies, with a total nominal capital of £269,000, were registered in South Australia last month, continuing last year's high level of new registrations.

Queensland

Noble-Bartlett Advertising advise that Jennings Rubber Company have renewed their sponsorship of "The Sports Roundup" on 4BK/AK Saturday nights at 6 o'clock.

Peter's Ice Cream have extended their feature time Thursday evenings on 4BC—"Modern Romances" a series of true-to-life stories—now begins Peter's entertainment at 7.15 p.m., preceding "Popular Fallacies." This extends Peter's Thursday night presentation time on 4BC to thirty minutes. The account is handled by Noble-Bartlett Advertising.

The musical show, "The Bright Horizon," will be utilised in the Maxam Food Products' time channel on 4BK each Wednesday night at 8.30—Noble-Bartlett account.

"Spotlight on Music" is the new show being sponsored by J. Jackson & Son, Queensland furriers on 4BK each Sunday night at 7.30 to 8. At the end of February the time for this show will be 8.30 to 9 on Mondays.

Littleton-Harvey-Simmins announce renewal contract for 12 months for the regular Friday morning 10 minute session on 4BC/SB presented by G. H. Stewart & Co., suburban drapers of Stone's Corner. One of the oldest of 4BC's regular advertisers, G. H. Stewart have presented this Friday morning "Bargain Bulletin" for more than twelve years.

4BK/AK broadcast descriptions from Milton Courts of the Exhibition tennis with Tom Brown of U.S.A. and Geoff Brown, John Bromwich and Sidwell of Australia. Association with this sporting hook-up was arranged by Littleton-Harvey-Simmins for the Black Cat Casket and News Agency.

With the interest being shown in the special narration and dramatisation by Ajax of "The Life of Les Darcy" at 9.15 each Friday night on 4BC/SB, sponsor Harry Guinsberg, has had prepared a folding brochure containing a photo of Darcy and setting out his complete record of fights. Together with "The Life of Les Darcy," the George Edwards feature "The Pace That Kills" is also presented in this Friday night sporting feature. The program and brochure have been designed and arranged by Littleton-Harvey-Simmins.

Arrangements are now being completed for the presentation of two special broadcasts from 4BH of the "Queensland Quiz Kids." A few hours after the intended broadcasts were made public, it was necessary to make several announcements to the effect that all tickets for both shows had been distributed. All are confident that the performances will be equally as successful as the original broadcasts from Brisbane last year.

The Regent Theatre Community Concerts, broadcast over 4BH, are still drawing full houses every Wednesday at 12.45 and it is necessary for many of the "would be" audience to hear the show broadcast instead of being there in person—it's a case of "first in first served."

Pathway to Health, Adelaide Street, Brisbane, are using 50-word announcements daytime on 4BC to publicise health foods. Contract through Johnston Jones Advertising.

Brown & Broad Ltd., Queensland timber and hardware merchants, have renewed their 1/2-hour session "Music in the Tanner Manner" 8.30-9.00 p.m., Fridays on 4BK/AK. Johnston Jones Advertising is the service agency.

Johnston Jones Advertising have contracted with 4BK/AK on behalf of John Hicks & Co. Ltd., Brisbane furniture house, for 52 x 1/2-hour sessions Fridays, 7.45-8 p.m. Musical presentation, "An Invitation to Melody."

The French Salon, Rowe's Buildings, Brisbane, through Johnston Jones Advertising, have contracted for 100-word announcements morning women's session on 4BK/AK.

S. Moses, furrier, is opening his winter campaign, arranged by Johnston Jones, with 25-word scatters daytime on 4BC, 4BK/AK, 4BH, 4BC—three times weekly during the Breakfast Session—50-word scatter announcements are being sponsored by the Chamford Decorative Furnishers, Brisbane. Pollock Advertising handle this account.

G. J. Jacobs, general carriers and forwarding agents, The Valley, are sponsoring over 4BK 7-50 word announcements spread through the Saturday afternoon race broadcasts. Pollock Advertising account.

Sponsor Lesleigh J. Williams, Brisbane optometrist, has substituted "Listening Delight" in place of "Coral Island" in 4BC's Sunday evening 5.15 channel.

The Sheft College of Music are sponsoring "Melody Girl" relayed from 4BC to 4GR every Friday at 9 p.m.

"Melodies for the Home," a 15 minute show over 4BK/AK Mondays and Thursdays, at 9.15 p.m. is being sponsored by Henry Berry & Co. Account handled by Gordon & Gotch.

Royal Art Furnishing Co. Pty. Ltd., are sponsoring a program of selected records—"Comedy Interludes" for a period of 12 months in half-hour sessions, 5.30 to 6 every Sunday night over 4BC/SB. This firm also has signed up for 12 months with 4BH for 100-word scatter announcements, prior to the midday news session—every Monday, Tuesday, Wednesday and Thursday. Campbell Advertising handle the account.

Crouch & Connah Pty. Ltd., are advertising "Tarzan's Grip" with a 25-word scatter in the Women's Session over 4BK/AK four times weekly. Campbell Advertising advise that this contract is for 6 months.

100 word announcements—just prior to the Sunday morning news sessions—8.45 a.m. and 12.55 p.m. over 4B/AK are being sponsored by the Australian Legion of Ex-Servicemen and Women—a 12 month's contract—handled by Campbell Advertising.

Broadcasting Business

W. J. and F. Barnes Pty. Ltd., Melbourne, packers of honey and a wide variety of tinned food products, have taken scatters in the 3AW breakfast session commencing Feb. 10. Leyshon Publicity Services Pty. Ltd. handle the account.

May Smart Frocks (Melbourne) have booked 52 quarter-hour sessions on 3KZ from Monday to Friday inclusive at 3.30 p.m. "Smarties" feature bright musical numbers and commenced Feb. 3.

Darrods are broadcasting "The Mask of Fate" from 3KZ at 7.15 p.m., Mondays to Thursdays inclusive. The 52 quarter-hour episodes commenced February 10. John Clemenger Advertising Pty. Ltd. service the account.

Housewives Association have renewed their contract with 3XY for 416 quarter-hour sessions from 10 a.m. Mondays to Fridays and 4 p.m. Tuesdays to Thursdays, commencing Feb. 24, the advertising is direct.

PROGRAM BUSINESS

"Screen Biographies" sponsored by Alfred Lawrence & Co. Ltd., Pharmaceutical Manufacturers, broadcast from 3XY on Mondays at 3.15-3.30 p.m., which commenced January 20, is presented by Denbeigh Salter, who relates intimate details concerning the careers of film personalities, with recordings of musical numbers made by them, including dubbings direct from film sound tracks. An innovation is the "Greeting Service" instituted by Denbeigh Salter to new mothers in Maternity hospitals. On the morning of each broadcast, hospitals will be contacted, so that the mother-to-be can be congratulated on the birth of her baby when greeted over the air during the session in the afternoon. Simple competitions will also be conducted during the program, with free theatre tickets as prizes.

\* \* \*

"Sally" (Mrs. Miller) of Junior 3AW has announced that in addition to the Junior Station's own light symphony orchestra, Audrey Anderson's choir of 40 will be heard henceforth at 5.30 p.m. every Thursday afternoon. A vocal atmospheric theme of "Liebestraum" will open each of the choir's performances. An additional musical feature of the 3AW Junior Station is the establishment of a popular music band, conducted by Stewart Wilkie, to be known as "The Melody Makers," differentiating the combination from the same conductor's Wednesday night Junior Orchestral Concerts.

\* \* \*

The recent Junior Red Cross Camp at Mount Panorama, Bathurst, the first of its kind, provided another opportunity for Orange station 2GZ to do an outside broadcast of more than passing interest to the community. The 100 girls attending the camp came from all parts of N.S.W. 2GZ broadcast an hour's entertainment from the camp, the program having been organised by Pam Manning, who conducts the station's "Feminine Fare" programs, with announcers Eric Child and Dick Turner also taking part. The girls were given the opportunity to broadcast a play of their own writing and also choral numbers and folk songs.

Radio Executives Caught by the Camera



Not very often do the radio men admit to being cornered, but here's a group of "leading lights" of radio well and truly cornered by the camera-man at a recent cocktail party in the Blue Room at Ushers.

From left to right: Harry Clarke (2GB), David Manuel (Goldberg Advertising), Leo Finn (president of The 21 Club), Francis Levy (2UW), John Barnes (2UW), Cyril French (publicity officer 3, 2, 1, Campaign, Liquor Referendum), Bernie Stapleton (general manager 2SM), "Paddy" Campbell-Jones (general manager 2UE), Alf Paddison (general manager 2KA), Les Hood (sales manager 2UE), John O'Malley (2GB) and kneeling, John Dunne (2SM).

AGENCIES

A newcomer to Campbell Advertising Agency staff is Miss June Crystal, who was previously with Noble-Bartlett Advertising.

Les Sims, who has just been discharged from the Air Force with the rank of Flight Lieutenant, after 5 years' service, has joined the radio division of United Service Publicity Pty. Ltd. Les Sims will be remembered as deputy conductor to Bert Howell's band in the "Shell Show" from 1935 to 1938. He composed the theme song used in the Shell Show—"On Wings of Song"—and has also presented his own bands over the A.B.C. and commercial stations. However, his duties will be mainly on the executive rather than the musical side. Les was operations officer with No. 30 (Beaufighter) Squadron and Fighter Control Unit in New Guinea.

Mr. W. A. McNair, director of the McNair Survey, who is also a director of J. Walter Thompson Agency, returned from a six weeks' tour of New Zealand on Friday, February 14. Mr. McNair has been conducting surveys in Auckland, Wellington and Christchurch.

Off to England in March is Miss Marianne Mart'n, who for the past six years has been in charge of the radio division of Traders Advertising Service. She had intended to go to London in 1939 to further her career as a ballet dancer, but owing to the war became a copywriter instead. However, this enterprising young lass has managed to combine ballet with business, and will join a London ballet company to gain experience in choreography and production, in which she is particularly interested.

ANNUAL CONFERENCE OF CHAMBERS OF COMMERCE

The annual Conference of the Chambers of Commerce of Australia will commence on April 22, in the Adelaide Town Hall, when delegates from all States will be present. Five delegates from the Queensland branch of this Organisation will attend—four from Brisbane and one country delegate.

The Electrical Section together with all other sections of the Chamber of Commerce are invited to put up suggestions through their delegates at this Conference. During the same week the Chamber of Manufacturers in Adelaide are holding an Exhibition to which all interstate delegates from the Chambers of Commerce are invited.

The Ajax Publishing Co. have signed a contract for twelve months for 100 word announcements just prior to the news session on Sunday mornings 8.45 a.m. and 12.55 p.m. These can be heard over 4BK/AK, and Campbell Advertising look after this account.

Ian Macrae, media manager of Hawkins advertising is spending his annual holidays at Taree on the north N.S.W. coast.

## Purely Personal

Mr. E. G. Brooke has retired from the position of divisional manager in Australia of Cable and Wireless Ltd. He will be succeeded by Mr. H. G. Holmes, assistant divisional manager.

Mr. Oswald F. Mingay, who is on a fortnight's business tour of Mingay Publishing Co.'s South Australian and Western Australian branch offices, was entertained by Adelaide station managers on February 13 at luncheon at the Scenic Hotel "up in the hills." Keith Macdonald (5AD), as chairman of the S.A. committee of the Federation, filled the role of capable host aided by Jo Larkin (5DN), Charles Batten (5KA), Beavis Taylor (2BH) and S.A. Federation secretary, Geoff. Clarke. Hotel owner Merv Beale (ex RAAF) runs that hotel in the hills in a manner which leaves nothing to be desired and his establishment could show many points to lots of other hotels and resorts throughout Australia. Subjects discussed over the luncheon table were many and varied including radio programs, advertising, industrial possibilities, surveys and FM. "BB's" managing editor was most appreciative of the courtesy and trouble taken by the South Australian broadcasters to make his Adelaide visit a very happy one. OFM expressed the hope that by the time he gets around to visiting Adelaide again, the commercial stations would have FM in operation.

South Australian secretary of the AFCBS, Geoffrey Clarke, who is parliamentary member for the district of Burnside, is one of those refreshing personalities who always faces the job ahead with vigor and confidence. It was that characteristic which made his Red Cross work during the war so valuable.

Mr. A. G. Simpson, advertising manager of Paul Duval (Aust.) Pty. Ltd., has been

### Station Staff

While on holidays in Perth, Norm Banks of 3KZ went to the Australian Athletic Championships and is looking very fit and well after the change interstate.

Lew Bennett, of 3KZ, is back on the job again, having enjoyed a holiday at Cowes.

Doreen Murphy, 3AW's switch operator, is moving to the 3AW radio theatre to join the staff of Bob O'Brien, the Radio Roundman. She will assist in the production of 3AW's daily news reel.

Norman Currey, of 3XY publicity, is away somewhere in the Alexandra district enjoying a well-earned break, accompanied by his wife and the son who arrived around Christmas time.

Terry Dear, of 3AW, has chosen Pt. Lonsdale for his holidays and is due back on March 3. Fred Tupper will be conducting Maples' Two Station Quiz during Terry's absence.

Judy Willing, president of the 3AW Women's Association, recently presented a cheque for £285 to the Victorian Red Cross on behalf of the Association.

John Masters, compere of 3AW's "Choice of the People," is spending his holiday listening to Sydney's music.

John Dexter, 3UZ announcer, spoke on "Radio from the Inside" at the weekly luncheon of the Kooroora Club on Wednesday, February 5, held in the rooms of the Business and Professional Women's Club, Melbourne.

Bill McLaughlin, 3DB publicity man, is away on holidays enjoying golf and swimming and all the rest at Frankston and Seaford.

appointed manager for New South Wales and Queensland.

Messrs. R. C. Neave and G. R. Allman have been appointed managing directors of Larke Hoskins and Co. Ltd.

Mr. Lloyd-Jones, manager of 3CS Colac, has returned to the Western District after a holiday tour in New South Wales, including Sydney and the South Coast.

Mr. J. D. Jacobs, managing director of Atlantic Union Oil Co. Ltd., Mr. J. G. Lee, advertising manager of Atlantic, and Mr. Bob Dyer, of Dyer-Malone Advertising, were guests of The 21 Club of Australia at lunch at Usher's Hotel, Sydney, on Tuesday, February 18.

Mr. L. C. Bromilow has recently been appointed a member of the Australian National Film Board. Mr. Bromilow is manager of publicity and tourist services in the Victorian Railways.

Mr. Maurice D. Chapman, 2CH manager, has returned from a week's (fishing?) and cruising holiday in Broken Bay and Hawkesbury River. Bad weather dogged the cruise, however, Maurice having selected Sydney's "cyclonic" week for the trip—and it's very wet when it's too wet for him to fish.

It was just like "old times" when Grace Gibson took three old friends to lunch one day last week at a well-known Sydney restaurant. Boxes of dead flowers arrived, telegrams and faked cables all for Grace. One "cable" was signed "Haille Salassie" requesting Grace for an audition disc of a suitable program for Abyssinia. The three old friends John Taylor (2UW), Gordon Marsh (Geo. Patterson Pty. Ltd.) and Sid Albright, managing director Fox-20th Century Films. Grace paid the bill—£12!

Eric Pearce, 3DB announcer, will commence his vacation on Feb. 21. He plans to do some duck shooting and fishing at Lakes Entrance and will be off duty for three weeks.

Vic. Allen, popular 2UE news reader, is off to Adelaide with his wife for three weeks' holiday. His place at the mike is being taken by Eric Parrant.

Glad to report that Margaret Lippold of A.W.A., Brisbane, has recovered from her recent appendicectomy, and is back on the job again.

Mr. J. D. Valentine, agricultural editor ("Kurralong") of "The Examiner" and Radio 7EX, who has been in the Homeopathic Hospital for some weeks, has recovered sufficiently to return to his home at Dilston, East Tamar, but it will be some time before he resumes his duties.

Recently arrived from England on the "Dominion Monarch," Miss Phyllis Rose Moberley, known over the air as Phyllis Rose, has commenced duties as lady announcer on station 3CS Colac. Miss Rose is a Victorian, born at Bright, and spent her early life in New Zealand, where she became well known as an entertainer at the piano. Prior to the war, she went to England to study at the Royal Academy of Dramatic Art, and during the big London "blitz" was on the staff of the B.B.C. for four years in various overseas departments including the "Pacific Service."

New ASB voice with Cliff Cary in the 2UE and ASB racing service last Saturday was that of Bill Maloney, who has replaced Allan Toohey. Toohey, after ten years on the Saturday afternoon set-up, recently decided he had had enough of long hours over long weeks at the microphone and by arrangement with the ASB resigned from that particular assignment. He is still featured of course in his normal 2UE night programs.

## DECEMBER LICENCE FIGURES

This tabulation of Australian listeners' licence figures as at December 31, 1946, gives the totals for each State and for the Commonwealth, and includes free licences to pensioners, the blind and schools. Additional licences, i.e. the number of homes with more than one radio, are shown in brackets etc. The total monthly issues can be obtained by adding the new issues and renewals.

NEW SOUTH WALES		
New issues	6,936	(770)
Renewals	32,422	(1,602)
Cancellations	64	(—)
In force at 31/12/46	569,882	(28,761)
Increase	+6,872	(+770)
Licence % to population	19.30	

VICTORIA		
New issues	3,500	(284)
Renewals	24,035	(1,246)
Cancellations	13	(—)
In force at 31/12/46	405,758	(19,476)
Increase	+3,487	(+284)
Licence % to population	19.97	

QUEENSLAND		
New issues	2,098	(126)
Renewals	10,412	(221)
Cancellations	619	(32)
In force at 31/12/46	195,909	(5,389)
Increase	+1,479	(+94)
Licence % to population	18.02	

SOUTH AUSTRALIA		
New issues	1,408	(304)
Renewals	9,210	(734)
Cancellations	257	(—)
In force at 31/12/46	157,388	(13,394)
Increase	+1,151	(+304)
Licence % to population	24.72	

WESTERN AUSTRALIA		
New issues	1,205	(127)
Renewals	5,586	(261)
Cancellations	—	(—)
In force at 31/12/46	106,263	(5,129)
Increase	+1,205	(+127)
Licence % to population	21.50	

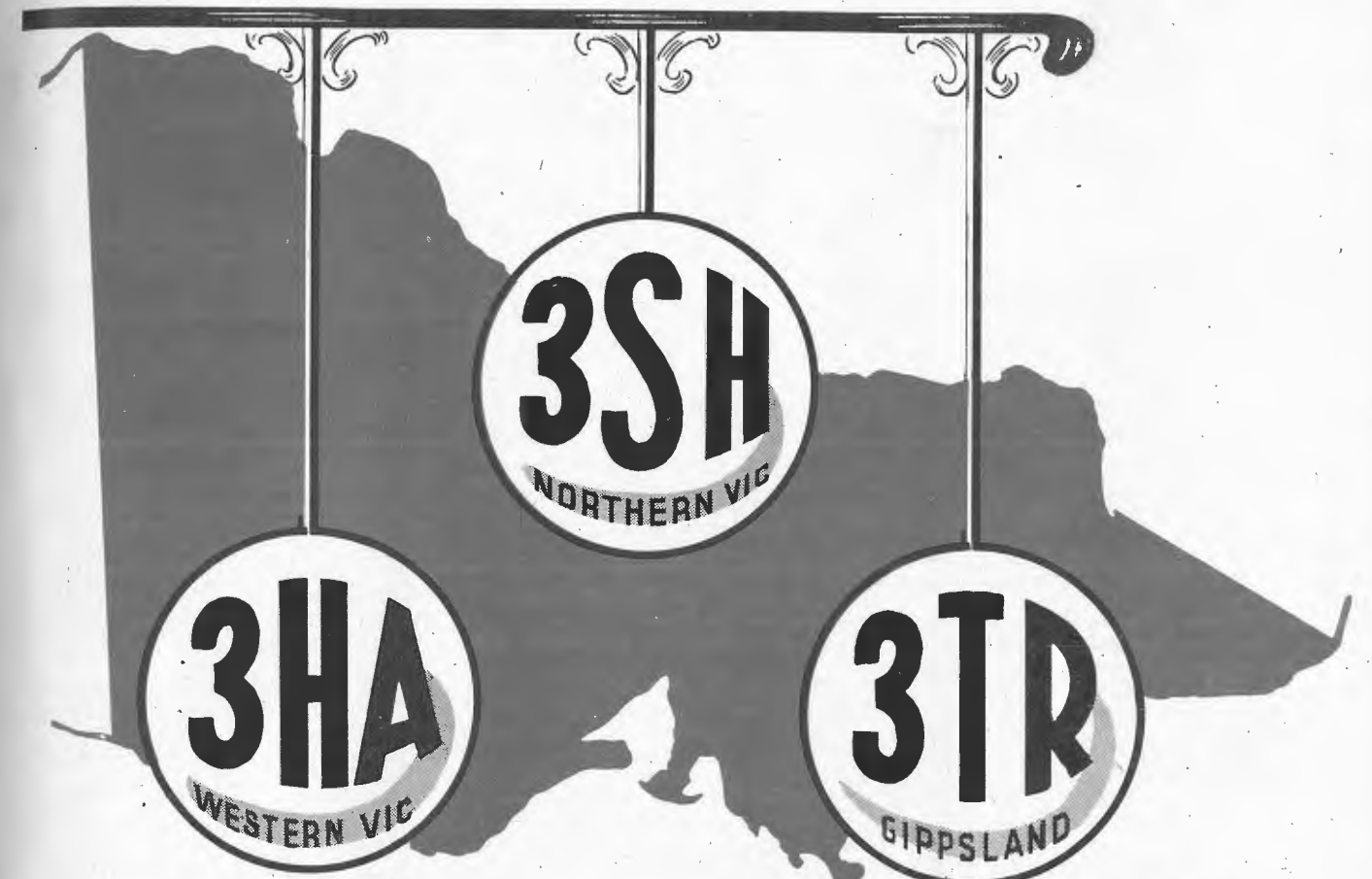
TASMANIA		
New issues	733	(94)
Renewals	2,575	(179)
Cancellations	9	(—)
In force at 31/12/46	51,900	(3,244)
Increase	+724	(+94)
Licence % to population	20.67	

COMMONWEALTH		
New issues	15,880	(1,705)
Renewals	84,240	(4,243)
Cancellations	962	(32)
In force at 31/12/46	1,487,100	(75,393)
Increase	+14,918	(+1,673)
Licence % to population	19.96	

## TELECOMMUNICATIONS COMMISSION ASSUMES FULL CONTROL

The Overseas Telecommunications Commission officially took over control of all external telecommunication services on February 1. These services were previously operated by Amalgamated Wireless (Australasia) Ltd.

# You're only LENDING YOUR MONEY



## WHEN YOU ADVERTISE ON THE V.B.N.



The powerful stations of the Victorian Broadcasting Network are no mere "pawns" in the game! They hold the interest and popularity of listeners throughout Victoria's most prosperous country districts, with a programme line-up that means the best possible security for advertisers ... at lowest rates! Get details NOW from ...

# The VICTORIAN BROADCASTING NETWORK

Head Office: 293 COLLINS ST., MELBOURNE.

PHONE: CENT. 4124

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



# Some More Subscribers to the AARDS Service

(There was another comprehensive list of subscribers on this page in last issue)

If you have not yet subscribed to the AARDS Service — then you are missing out on the most modern, efficient and comprehensive method yet produced in Australia, for the planning of advertising campaigns.

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Chandlers Broadcasting Service  
Le Courier Australien Pty. Ltd.  
"3AW" Broadcasting Co. Pty. Ltd.  
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Gympie Broadcasting Co. Ltd.  
Broadcasters (Aust.) Pty. Ltd.  
"2MW" Broadcasting Station  
Traders Advertising Service  
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William Angliss & Co. Aust. Pty. Ltd.  
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Queensland Country Life Newspaper  
Buzacotts (Qld.) Ltd.  
Innisfail Evening Advocate  
Advertiser Newspapers Ltd.  
George A. Dicker  
Provincial Press Co-Op. Co. Ltd.  
Mount Barker Courier  
Oldham, Beddome & Meredith Pty.  
Ltd.  
W. J. Hayson Co. Pty. Ltd.  
Hugh Anderson  
International Harvester Co. of Aust.  
Ltd.  
Cummins Wright Advtg. Service  
B. J. Ball Pty. Ltd.  
Dunlop Rubber Co. Aust. Ltd.  
Arthur Brunt Pty. Ltd.  
Felton, Grimwade & Duerdins Pty.  
Ltd.  
McFerran Advertising Pty. Ltd.  
David Syme & Co.

Claude Mooney Advertising  
State Electricity Commission  
Phoenix Biscuit Pty. Ltd.  
John Rist Advertising  
Permewan Wright Ltd.  
J. D. Thom  
Royco (Aust.) Pty. Ltd.  
Ballarat Courier Pty. Ltd.  
Nhill Free Press  
Alberts Bookshop  
Country Newspapers Ltd.  
Kalgoorlie Miner  
Colac Broadcasting Co. Pty. Ltd.  
United Service Publicity Pty. Ltd.  
Paterson, Laing & Bruce Ltd.  
Broadcasting Station "3BA"  
Nicholsons Broadcasting Service  
Whitfords Broadcasting Network  
Anthony-Craig Advertising  
D. J. Keymer & Co. Ltd.—India  
Publicitas—Switzerland  
Clarke, Son & Pratt Ltd.—England  
Osborne-Peacock Co. Ltd.—England  
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Ripley-Preston & Co. Ltd.—England  
Willing's Press Ltd.—England  
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P. N. Barrett Co. Pty. Ltd.—Sth.  
Africa  
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# BROADCASTING BUSINESS

VOL. XV, No. 17  
446th Issue

Thursday,  
March 6, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers—  
Calling for Help?



DID you hear about the darkie who came face to face with a ghost in a cemetery?

The colored boy bolted — doing his very best! When his throat dried up completely, and he couldn't run another yard, he flopped on to a bench.

Then somebody laughed! Fearfully, with eyes popping out, he lifted his head — and there was the ghost, sitting beside him! He tried to shout for help, but he couldn't speak.

"You certainly can run, boy" the ghost laughed. Mose found his voice. "Yes", he whimpered, "an' soon as I gets m' bref back, I'm goin' to run some more."



DO YOU need help? — perhaps with a proposition where station "know how" can straighten out the rough spots?

If you do, reach for your phone and ring 2UW. The 2UW boys mightn't have available on the spot just the choice time you want, or the programme you're looking for — but if it's a sound proposition, and if it can be done, they'll find the answer.

2UW has the "know how" — the "know how" which gives an advertiser an audience of customers!

It's the 2UW way — and from the audience point of view it's another reason why

most people listen to



# 2UW