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IS ALWAYS *Current*

To be of value, a media file must be *current* at all times. That is why the AARDS Service has proved an invaluable asset to subscribers. AARDS is as current as can be. The Monthly Supplements issued for each Edition keeps the information always up-to-date.

Station managers and publishers of newspapers and periodicals are regularly asked for the latest rates and data of their stations or publications. Immediately any changes occur, the information is supplied to AARDS subscribers in the Supplements posted every month.

AARDS is a modern and current media file and provides up-to-date information on advertising media, to its subscribers. Advertisers, advertising agents and business executives who are interested in rates or any other data regarding newspapers, commercial broadcasting stations, periodicals, trade journals and other advertising media in Australia, will find it profitable to subscribe to the AARDS Service.

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BROADCASTING BUSINESS

Vol XV, No. 22
45th Issue

Thursday
May 13, 1947

Incorporating "Commercial Broadcastin"

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

This Rings the Bell!



Hi Fellers!

HERE'S one with some meat in it.

The ad. salesman was trying to persuade the store-keeper to take some time; but he just couldn't make any impression.

"No, nothing doing," he was told. "We've been running this business in my family now for more than 70 years, without advertising — and we've done all right."

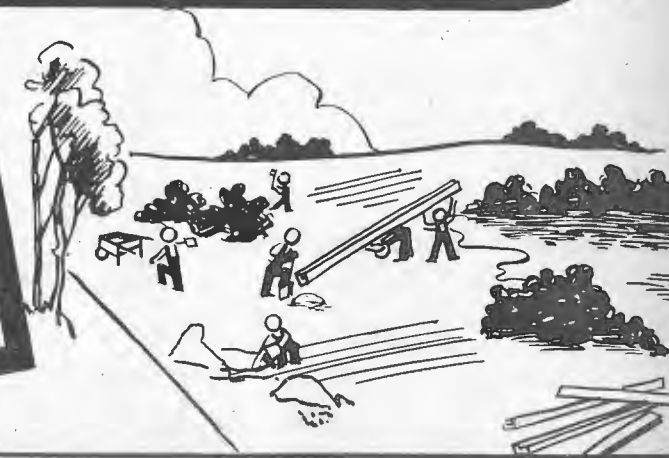
The ad. man turned to go. Then he pointed to the beautiful old church on the hill. "That's a fine old church. Is it very old?"

"Aye, it is — and we're mighty proud of it. Been there, it has, for nigh on 150 years."

"As long as that eh? Three generations of your people have attended service in that church for 150 years ... and yet they still ring the bell every Sunday."

That yarn set me thinking about bells — and bell ringers. It's a fine art, bell-ringing; you must have "know how." When it comes to ringing the bell in a radio coverage job, your bell-ringer must have the "know how" from A to Z ... and you must be sure of your bell, too. ... And that all adds up to 2UW.

MOST PEOPLE LISTEN TO 2UW



THERE ARE CERTAIN ADVANTAGES OF A LARGE FAMILY . . .

When you're out to do a job there's nothing quite as valuable as husky helpers, and you get all the help you need when you use . . .

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

These stations have a large family and when they set out to do an advertising job for you the whole family helps. Many advertisers have already proved that this results in greater sales impact.

These stations are the only ones located in their respective centres and are most listened to locally by all the families in their coverage area.

All particulars from —

AMALGAMATED WIRELESS (A'SIA) LTD.
 SYDNEY :: BRISBANE :: MELBOURNE



BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, MAY 15, 1947

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COMMENT

The Glass House and the Stone

An apparently "inspired" paragraph in David McNicoll's Town Talk column in the Sydney "Daily Telegraph" last week could have created a very wrong impression in the minds of unsuspecting readers. McNicoll's column "reported" that many small sponsors would not be renewing their broadcast advertising contracts at the end of the tax year. So what! That happens every year. It also happens to newspaper advertising, with even greater frequency. But in either case the start or the beginning of the "tax year" has very little if anything to do with it. Advertising contracts are made for one year, six months, or three months. They are renewed or not renewed at the close of those periods dating from the time that the contracts are signed.

It is a fact that advertising volume is down in the first five months of this year compared with the same period last year. But that is an all-over picture throughout the Commonwealth and covering every media. Newspaper revenues from advertising have probably been hardest hit. The buoyancy has gone right out of the Sydney daily papers' advertising columns, but all this has nothing to do with "the tax year." It has a lot to do with the failure of Australian industry to reach anticipated levels of production, which in turn is due to strikes and other industrial unrest, and hampering governmental restrictions. Advertising has a far more important rôle in human economy than its relation to individual taxation. It is an integral part of planned distribution without which production must come to a standstill as surely and as rapidly it must in the case of a power blackout.

The newspapers could well leave their broadcaster competitors alone and concentrate upon a realistic campaign to aid this country get back to the job of producing goods. The broadcasters should be capable of fighting their own battle for existence. Collectively every medium of publicity should be campaigning for more work, more production, with clear explanations to the public as to why that is so vital to Australia's welfare. The Federal Government itself should participate in such a campaign, should in fact lead the campaign with properly planned advertising, such as is done in other countries and in parallel with such campaigns as we witnessed during the war—for war loans, for recruiting, for food production, for salvage and thrift, in Australia, Great Britain and other units of the Empire and in America.

Consolidating a Principle

Almost as this issue of BROADCASTING BUSINESS was going to press, the Parliamentary Standing Committee on Broadcasting tabled in Parliament its report on investigations of the problem of financing the national broadcasting service. The PSCB conclusions and comments are published in full in the following pages and are of general interest. One highlight of the report is the failure of the Committee to suggest a satisfactory alternative to the principle that everyone, whether an ABC listener or not, or whether a listener's licence holder or not, benefits from the existence of a national broadcasting service, and that therefore consolidated revenue must pay up a share for that service.

Brisbane's New Station

Official Opening May 7, by Queensland Premier

Despite difficulties attendant upon opening a new broadcasting station everything went well for the opening of 4KQ in Brisbane on Wednesday night, May 7, at Radio House, 231 Elizabeth Street.

Mr. Chas Hurndell, manager of the new station, had all details well worked out, and at zero hour (7 p.m.) the program was on the air.

Highlights included Cliff Reese, a trumpet stylist and his nine star music men with the blind pianist Perc Roberts, Joan "Liltin" Wilton, the Hitzke Brothers, and Joe Allen.

The official opening was made by Queensland Premier, Hon. E. M. Hanlon, who said Station 4KQ was not just another radio station,—one more number on the dial of the radio set. "It will be something new; something different; something better," he promised.

"The entertainment value which 4KQ will provide will be the highest that modern technical equipment and producing skill can give you. Its source of information on all matters affecting the welfare of the people of Queensland will be authoritative and reliable, and as a medium for the dissemination of that information, it will have no peer in Queensland," he continued.

"4KQ will be a Queensland station first and last, devoted to the service of the people of the State, and all who seek to promote its advancement. If you would keep abreast of the times, if you would know what is going on, you must tune in to 4KQ. When I was asked to perform the official opening of this new station, I thought of the many programs I have heard, of the changing forms of radio entertainment over the years, and wondered if any scope were left for new and attractive programs. I am assured that 4KQ will provide an affirmative answer. I believe it will, because I know that those who are responsible for its debut to-night, have ideas and associations which will give a distinctive, and, I hope, alluring quality to its program."

Sponsors on the opening night included; Tristrams, F. W. Nissen, The National Service Centre, Rapid Heat Electrics Pty. Ltd., the O.K. Rubber Co., G. H. Stewart and Co., The Coupon Furniture Co., Peters Ice Cream.

Operating on a frequency of 650 KC, 461 metres from 6 a.m. to 10.30 p.m., on week days, Saturdays, 6 a.m. to midnight and Sunday, 6 a.m. to 10.30 p.m., 4KQ will make the fourth Commercial broadcasting station in the Queensland capital of Brisbane.

The studios are arranged in line with "A" and "B" studios, then the control room and then the big studio. As station manager, Hurndell said the present facilities are only temporary and plans have been made for extensions in the very near future.

The technical equipment and the transmitter was supplied by A.W.A. and embodies all the latest requirements of a modern broadcasting station.

The station producer is Jim Wood, who is also studio manager, and the sales manager is Chris Jenkinsen. The chief engineer is Bill Howsan.

After the official opening the guests adjourned to the Grand Central Hotel to celebrate the occasion and appropriate toasts were tendered to Mr. Hurndell and his staff of 35 and best wishes tendered for their successful future.

AWA are sales representatives in Sydney and Melbourne.

At last week's N.S.W. meeting of the Australian Federation of Commercial Broadcasting Stations, 4KQ's application for membership was received and membership recommended to the other State committees.

LARGE FOOD FIRM CHANGES MANAGEMENT

Mr. O. K. McAnulty, founder—owner of Maxam Cheese Products Pty. Ltd., of Stanley St., Brisbane has sold out to the Swift Australian Co. (Pty.) Ltd. The figure mentioned is £52,935.

In 1928 Mr. McAnulty began business in a small way in Stanley St., processing cheese and later transferred to the opposite side of the street where he built one of the most modern food processing factories in Australia, adding meat canning to its activities. During the war, the factory with a staff of 400 produced two million cans of meat and cheese.

Mr. McAnulty who is in ill-health, said that he proposed to go to America and receive treatment at the Mayo clinic.

Mr. A. H. Rolf, managing director, Swift Australian Co., said that his firm proposed to carry on business as usual and that the changeover was expected to take place on May 19.

Maxam have been keen users of broadcast advertising for many years.

PREI SEEKS NEW AWARD

An application by the Professional Radio Employees Institute for a new award covering the technical staffs of city and country commercial stations was recently before the Conciliation Commissioner in Sydney, when evidence was given in support of the new log of claims for wage increases and working conditions. The matter was adjourned to a date to be fixed when the employers will give their evidence.

The Union seeks to bring within the scope of the award, members or non-members so long as they are performing such work as set out in the log described as of a technical nature; to include chief engineers (they were not included in the previous award); increases in marginal differences in pay rates; to cover apprentices; 15% extra pay for technical staff when engaged on telegraphic work and when engaged on recording in addition to normal studio work; travelling allowances; definition of duty hours; recreational, and sick leave; and specific definitions of studio mechanic, control operator etc.

FM IN SYDNEY

Along the Pacific Highway at North Sydney, almost opposite the Mater Misericordiae Hospital is a very high telegraph post with an array on top which is very much like a V-H-F aerial. It is believed that this is the antenna for the PMG's new FM V-H-F transmitter now being erected in Sydney.

PETROL SUPPLIES FROM EAST INDIES

A report by Vacuum Oil Pty., Ltd., states that the company has made large-scale repairs and renovations to its war-wrecked refinery near Palembang (Sumatra). This should brighten the prospects for increased petrol supplies for Australia. Before the war Vacuum obtained the whole of its motor spirit supplies from Palembang. Arrival of technical machinery from the United States is being delayed by shipping difficulties.

The accreditation of program producers by the Broadcasting Federation was carried a further step in Sydney last week when the N.S.W. division of the Federation appointed Messrs. V. M. Brooker, A Campbell-Jones and J. E. Ridley, as a relationship committee with the program producers. Accreditation comes into operation as from July 1.

WHEREVER YOUR MARKET MAY BE...

"WHERE THERE'S SMOKE THERE'S FIRE"

Likewise—when it's radio it's 2UE! White hot with the latest in entertainment and radiating most of Sydney's easy-to-listen-to features, it is not surprising that it is "open house" for 2UE in so many thousands of homes.

Whether your product is something to wear, something to eat, something to use, or a special service—then you may be sure your name will be in good company.

Make new friends for your product through 2UE.

REACH IT THROUGH

2UE

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

PSCB Report on Financing the ABC

Recommendations against Sponsored Programs on National Service and against Listeners Licence Fee Increase

The Parliamentary Standing Committee on Broadcasting delivered to Parliament last week its Report on investigations carried out as to the future financing of the Australian Broadcasting Commission. The Report is one of the most lengthy which the Committee has ever prepared. Presented in full in this issue are the "conclusions and comments" of the Committee together with specific reservations of several individual members of the Committee.

SPONSORED PROGRAMS

It is inevitable that criticism of the commercial stations' programs and advertising practices should be involved in examining the question of allowing sponsored programs in the national service, and having considered both oral and documentary evidence on the subject, we have reached the conclusion that the idea of raising additional revenue for the A.B.C. by the inclusion of sponsored sessions in its programs should be rejected for the following reasons:—

(1) In countries where all broadcasting services are publicly owned (e.g. Eire and New Zealand) it is practicable to insist upon the maintenance of standards acceptable to the broadcasting authorities, and sponsors have no alternative but to adhere to them if they wish to advertise by radio. For example, in Eire the following rules apply:—

(a) Sponsored programs are accepted only from manufacturing companies operating inside the national territory.

(b) Commodities excluded are patent medicines, cosmetics and alcohol.

(c) The percentage of advertising must not exceed one minute in a quarter-hour program, 2 or 2½ minutes in a half-hour program, and five minutes in an hour's program.

(d) This limited amount of advertising time has to be broken up so that in a quarter-hour program, for instance, there is a preliminary announcement and a final announcement.

(e) The advertising script, as well as all the details of each proposed program, has to be submitted in advance, in good time for censorship or approval before any rehearsals or recordings take place.

(f) Sponsored programs are not allowed at all from 1 p.m. until 2.30 p.m. and from 6 p.m. until 10 p.m.

Under the dual system in Australia, however, sponsors would have the alternative of transferring their business to the commercial stations if their proposals were rejected by the A.B.C. as being incompatible with its standards.

(2) The amount of additional net revenue which might be expected to accrue from sponsored programs in the national service would be comparatively small, unless the A.B.C. consented to lower its standards.

(3) Certain types of "commercial plugs", the frequency of their intrusion, and the nature of many of the programs said to be insisted upon by sponsors in the commercial service would lower the prestige of the national service. With comparatively few exceptions, commercial stations' programs and advertisements are designed generally to appeal to mass audiences, many members of which are evidently relied upon by the sponsors to be susceptible to effusive and often extravagant persuasions to buy.

(4) The intrusion of the A.B.C. into the advertising field would probably reduce the resources of at least some of the commercial stations to some extent and might result in more inferior programs from some of those stations.

(5) In order to secure advertising contracts for the small number of sponsored programs likely to conform with the standards which the A.B.C., as the trustee of a publicly owned utility, would be obliged to insist upon, the Commission would probably have to surrender its best listening hours in the evening, to the detriment of sessions at present devoted to broadcast talks and discussions for the benefit of all classes of the community, designed to promote and maintain well-informed public opinion in pursuit of the ideal of real democracy and higher cultural standards.

Incidentally, the need for stimulating wider interest in national and international affairs is demonstrated in the surprisingly small response to our invitation to the public to send us their opinions on the future financing of the national service. We told the public that the revenue from listeners' fees was no longer sufficient to cover the cost of the service, and we specifically mentioned in a widely advertised announcement that we were investigating the alternatives of increasing the listeners' fees, or of allowing sponsored programs in the national service, or of bridging the financial gap by appropriations from the Consolidated Revenue of the Commonwealth. We invited organisations and persons interested to send us their views on those alternatives and on any other ideas they might have for meeting the deficit. We circulated the invitation through the press of every State and through every broadcasting station throughout the Commonwealth, national and commercial; but,

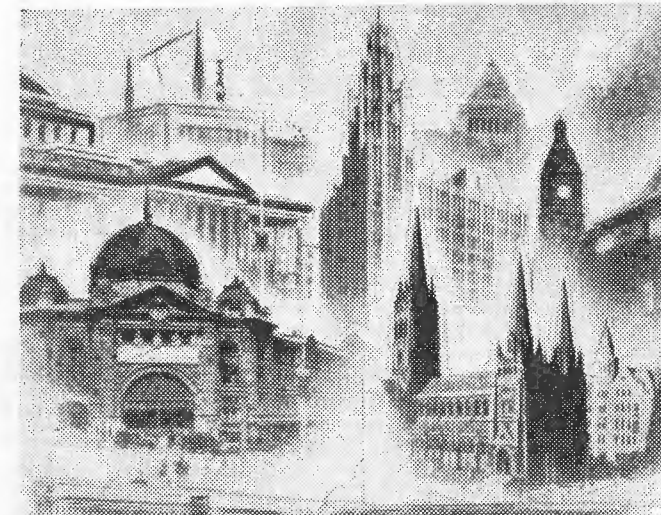
although there are about 1,500,000 licensed listeners and some millions of other listeners in Australia, only 100 people were sufficiently interested to communicate their views to us.

This remarkable lack of interest in public affairs is no doubt due to the cumulative effect of a number of influences. Judging from the tenor of criticism from a large number of our correspondents (they include industrial and professional workers and mothers), not the least of such influences is the effect of excessive radio and other entertainment of a certain type, calculated almost continuously in the best listening hours to divert the mind from entertainment at a high level or from anything of a cultural nature.

In view of the widespread impression that the radio programs and radio advertising practices of the United States of America are largely copied or adapted in Australian commercial programs, and having regard to the criticism of many commercial programs in Australia (see Standing Committee's 11th Report), it is significant that in a special report issued last year, entitled "Public Service Responsibility of Broadcast Licensees", the F.C.C. referred to "the general relaxing of advertising standards in recent years"; to stations' advertising excesses "which are incompatible with their public responsibilities and which threaten the good name of broadcasting itself"; and to the "crucial need" for stations to make adequate provision for discussion programs at local, national and international levels; and gave notice of the Commission's intention to take certain measures to remedy the situation.

In reference to complaints of excessive advertising, it is of particular interest to observe from the F.C.C. report that some stations and some advertisers are becoming aware of the value of uninterrupted listening, even to the extent of announcing to listeners that the session would not be interrupted by commercial plugs. The report also shows that some time ago the National Association of Broadcasters of America (a voluntary organisation) banned, between the hours of 7 and 11 p.m., any commercial advertising beyond an announcement of the name of the advertiser and of his product.

(Continued on page 8)



Sentimentally Melbourne

To an advertiser seeking to make a message "sink in" to Melbourne, there is the City's Macquarie station 3AW, with the advantages of having the Network quality shows to hold its audience plus the station's individual local features. These are of such strong personal interest too, that astute sponsors know that 3AW is the station closest to the family hearth this winter.

3AW RADIO ROUNDSMAN'S NEW NIGHTLY NEWSREEL

Melbourne's most newsworthy happenings are recorded by Bob O'Brien twice daily at 12.15 and 6.45 p.m., Monday to Friday. The Newsreel unit now includes Peter Ellis and the portable wire recorder works independently of any electric mains.

FRED TUPPER NOW BROADCASTS FROM THE STADIUM

Every Wednesday night at 9.30, Fred Tupper broadcasts the wrestling from the Melbourne Stadium. These are ringside descriptions with a punch!

JUNIOR 3AW NOW LINKS UP WITH "JUNIOR AGE" PAPER

Australia's first all junior radio station (under the direction of "Sally") is in full co-operation with the Children's newspaper published in Friday's "Age." There is an active exchange of ideas, etc.

MACQUARIE'S MELBOURNE SHOWS ADD NETWORK PRESTIGE

"The Shell Show", "Star Pupil", "Quiz Kids", and other productions under Terry Dear and Lawrence H. Cecil are being made at 3AW for Australian-wide broadcasts. Melbourne is keen on its cultural developments, which are fully explored by 3AW.

3AW'S MOTHER'S DAY APPEAL—A GRAND EFFORT

A series of unique broadcasting events, coupled with a complete change of programme on Mother's Day with personal appearances of world famous personalities was organised as a station public service to build a new Kindergarten for the Deaf.

It is conceivable that Australian sponsors would find it worth while making an experiment to test whether this consideration for the feelings of listeners would create a favourable impression which would be reflected in the sales of the products; or, if such a limitation would be too much to expect, sponsors might find it advantageous to heed the opinion of a critic who says: "Wordiness defeats the ends of advertising. A brief 'commercial', arresting and concise, is far more effective than a spate of words which lose the attention by their diffuseness."

A somewhat similar move to that contemplated in the United States has been proposed in Canada, where the publicly owned instrumentality (Canadian Broadcasting Corporation), which manages the national service, is consulted before licences are issued to privately owned commercial stations. In a report issued last year by a Parliamentary Committee of that Dominion, the following recommendation was made:—

"As a condition of the issuance or renewal of any licence a station should be required to submit to the Board of Governors of C.B.C. an undertaking that it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, the discussion of matters of local interest and the development of local talent and other public service broadcasts. By this means it would be emphasised to all that the right to occupy a frequency is a privilege granted to one who thus acquires a temporary monopoly in the use of an air channel which belongs to the people, and it would be a constant reminder also to the Corporation and the licensing authority of their duty to see that all such persons carry out their obligations to their respective communities."

The increased rate of expenditure which sponsors have been incurring on radio advertising in recent years is likely to prove more and more a contributing factor in the higher costs of running the A.B.C., as the additional resources at the commercial stations' disposal result in competition for the services of the limited number of prominent script writers, actors, actresses and comedians available. In view of the large number of stations in Australia broadcasting the same types of programs more or less simultaneously, it is a matter for consideration whether there should not be some method of co-ordination to avoid the resultant economic waste, especially when there is such a shortage of manpower for productive needs; and at the same time ensure that a reasonable proportion of good listening hours shall be devoted regularly to broadcasts of discussions of public issues.

LISTENERS' LICENCE FEES

It has been suggested by the A.B.C. that the national system should be financed wholly from licence fees, on the ground that this is a straightforward method in its relation to the listening public and would be wholly equitable in its incidence. But that

contention is debatable. The cost of many public facilities is only partly met by direct contribution, the balance being financed from public funds, as the facilities are of value not only to those who directly contribute to them but to the whole community as well, e.g. country railway services.

There are 2,200,000 taxpayers in Australia, but only about 1,500,000 licensed listeners. It is reasonable to assume that a large number of the remaining 700,000 listen to the programs at various times, perhaps regularly, or at least that they derive some indirect benefit from the service without making a direct contribution to its cost. It is true that in recent years they have been making an indirect contribution through the medium of the grants to the A.B.C. from the Consolidated Revenue, to which they, as taxpayers, subscribe; but so also have the licensed listeners who are taxpayers, too. Hence an increase in the licence fee would involve additional direct taxation of a section of taxpayers who are not the exclusive beneficiaries of the service.

The proposal that the listener's licence fee should be increased should be rejected, in our opinion, for the following reasons:—

(1) It would be unfair to large numbers of the lower paid body of citizens and to elderly persons living on comparatively small pensions or annuities, all of whom largely depend upon their radio licences for their entertainment and enlightenment.

(2) It would not be equitable to country listeners who have not the same facilities as residents of densely populated areas.

(3) It would be unfair to licensed listeners generally, as many more people besides them hear the programs or indirectly benefit from them without owning receiving sets and without making a direct contribution to the cost of the service. Furthermore, licensed listeners, in addition to paying their licence fees, and in addition to their direct contributions to the Consolidated Revenue as income taxpayers, are also making additional indirect contributions to the Consolidated Revenue, through the medium of sales tax and excise duty on valves, plus certain percentages of such duty, which it is customary for manufacturers and distributors to pass on to users.

(4) It would mean the imposition of additional direct taxation and would be inconsistent with the general feeling in the community that reductions in taxation are justified under present-day conditions.

(5) It is desirable to encourage listening to the radio service, as this is, or should be, in properly balanced programs, one of the most influential means of educating public opinion and taste in directions that make for the common good, especially to counteract the influence of subversive propaganda subtly designed to rob the masses of their freedom and make them slaves to dictatorial State despotism.

RADIO ADVERTISING TAX

Among the suggestions we have received is one that a percentage tax should be levied on all expenditure on radio advertising over commercial stations, as a means to assist

in the financing of deficits in the national service. The author considers that there should be no objection to this, on the principle that profitable enterprises at present indirectly contribute, through taxation, to the Consolidated Revenue, from which non-paying public enterprises are at least partly financed.

The question whether such a tax could legally be imposed is a matter upon which we are not competent to express an opinion, but, even if legally practicable, the idea does not appeal to us as being in the best interests of the community, in view of the probability that any such tax would be passed on to the public by the sponsors through the medium of a corresponding increase in the selling price of the advertised goods.

RADIO RECEIVER TAX

There is an alternative suggestion from the same author, for the same purpose, that a tax of, say 10 per cent should be imposed on radio receivers at the time of purchase. Taking the average price of a receiver at £20, this would mean an average payment of £2; and assuming the average life of a receiver to be 10 years, this would be equivalent to a tax of 4/- per annum per radio licence, payable by the licensed listener in addition to his ordinary licence fee. In other words, it would be equivalent to an increase of 4/- per annum in the licence fee. Our objections to an increase in the licence fee are therefore applicable to this suggestion, which, moreover, would be unfair in its incidence, as listeners purchasing new sets would be contributing, whereas listeners retaining their present sets would be free of the burden. In addition, it would be detrimental to the radio industry and to efficient reception, as it would tend to retard replacement of outmoded sets with more modern equipment of higher fidelity.

STATIONS' LICENCE FEES

In the 1942 report of the Joint Parliamentary Committee on Broadcasting, which recommended the constitution of the Standing Committee as a statutory body, it was suggested that the latter should watch the profits of the commercial stations as the industry developed. The terms of the report implied that it might become necessary to determine whether, in consideration of the measure of monopoly conferred by the issue of licences, the commercial stations should make a greater contribution to the Consolidated Revenue than their annual licence fee of £25, which has not been varied since the inception of broadcasting over 20 years ago, except that since the 1942 Act the stations earning profits have contributed one half of one per cent of their gross earnings, the intention being that this would be their contribution to the cost of Post Office radio research, from which the commercial stations benefit.

It is of interest to note that in evidence tendered to our predecessors in 1945, one of the witnesses, representing a metropolitan newspaper, said his principals were prepared to pay a fee of £1,000 per annum for a licence, and suggested that the licences should be granted to the highest bidders after public offers had been invited.

We are doubtful whether an increase in the fee, even on a sliding scale, would be a good thing in the general interests of the

(Continued on page 10)

ADVERTISERS!

STAKE YOUR CLAIM on the NEW RADIO GOLDFIELD Now!



GET IN early ON THE GOOD TIMES

4KQ

650 KC
1,000 WATTS

SYDNEY & MELBOURNE REPRESENTATIVES:
AMALGAMATED WIRELESS (A'SIA) LTD.,
Box 2516, G.P.O., SYDNEY.
AMALGAMATED WIRELESS (A'SIA) LTD.,
167 Queen Street, MELBOURNE.

Like an arrow in true flight to its target, an advertiser's message over 4KQ goes straight to its sales' objective—DIRECT TO THE PEOPLE. Fundamentally the station of the people, 4KQ offers a unique opportunity to advertisers who aim to sell to the great mass market—THE HOUSEWIFE AND THE FAMILY MAN. NOW IS THE TIME to book time on 4KQ for YOUR Product or client. The station is on the air... its success was immediate, and its future assured—AND—extra attractive times for advertisers are amply available.

Get in touch NOW with our advertising department for particulars, rate, card, etc.

231 ELIZABETH STREET, BRISBANE

community, because in all probability the stations would seek to recover their additional costs by higher advertising rates which, if authorised, would eventually be included in the selling price of the advertised commodities, resulting in an increase in indirect taxation of the public.

GRANTS FROM CONSOLIDATED REVENUE

The way to deal with the situation which we regard as the most equitable to both direct and indirect contributors under the existing system, is to continue the method adopted in recent years of supplementing licence fee revenue by grants from the Consolidated Revenue, subject, we suggest, to the qualification that in view of the need to plan ahead in the broadcasting service, and to confer a reasonable degree of financial independence on the Commission, the grants should not be on an annual basis but should cover a term certain of three years, on the understanding that the Commission should be required to refrain from applying for additional funds during that period and to adjust its rate of expenditure from time to time to ensure that the amount agreed upon for each period of three years shall not be exceeded.

In computing the grants under the three-yearly periods suggested, substantial reductions could be effected if the Commission were to vacate the field of light entertainment because of the extent to which such entertainment is featured in the commercial service. But the Commission has cultural and educational obligations which it cannot fulfil adequately unless it attracts listeners by other acceptable means. It has been well said that "you can't educate people if they aren't listening,"—a truth of special significance in the broadcasting services of Australia, where the commercial stations have claimed to hold 80 per cent of the listening public.

We support the Commission's policy of endeavouring to attract audiences gradually to its serious sessions by light entertainment of unexceptionable quality, and we are therefore opposed to the idea that the Commission should entirely vacate that field.

CO-ORDINATION OF PROGRAMS

The A.B.C. would like to see a move made towards placing national broadcasting in Australia on a footing similar to that in Canada. The Commission considers that in a country where there is a double system, as in Australia, there should be some means by which it can be co-ordinated, and has pointed out that in the United States the F.C.C. looks over the whole broadcasting field and indicates what in its view any broadcasting authority, as a public utility, should be required to do. In Canada, where there is a dual system which, with some modifications, is like Australia's, the commercial stations are compelled to adopt certain standards and to do a certain amount of public interest broadcasting.

Apart from criticism of the general level of program standards in the commercial service, it is undeniable that there is much

economic waste in the multiplication of the same types of sessions by various stations serving the same listeners. For example, as one witness has pointed out, there are no fewer than five stations in one of the capital cities which devote practically the whole of Saturday afternoon to the broadcasting of the same sporting events, involving multiple costs of broadcasting personnel, land line facilities and other equipment for relays to other groups of stations, which might in other circumstances be diverted to productive purposes clamouring for much more deserving priority in moderate essential needs, without depriving listeners of non-duplicated sport broadcasts.

A somewhat similar situation, with some exceptions, is experienced in other types of programs, especially at peak listening hours in the evening, when, if adequate public service, in its highest sense, were the aim of all stations, a reasonable portion of those hours would be universally devoted to sessions which vitally affect the well-being of the community and the future of this nation. As the C.B.C. has pointed out in its annual report for 1945/46, talks for serious purposes can be arranged in such a way that listeners welcome them, which is verified by the statement in that report that "many programs (in Canada) in the field of public affairs have audience ratings on a par not only with such items as news, but with many commercially-sponsored programs designed strictly for entertainment."

An acceptable scheme of co-ordination could ensure, for example:—

(1) Concerted and effective resistance to "sponsor interference" with desirable program and advertising standards.

(2) Elimination of the economic waste involved in having so many stations broadcasting the same kind of program simultaneously.

(3) Universal allocation of good listening times for public service broadcasts on national and international issues.

(4) Equality of opportunity for recognized political parties, provided they are pledged to attain their objectives by constitutional means, to secure broadcast times at hours acceptable to them.

(5) Provision of time, free of charge, for religious broadcasts equitably allocated to all denominations; for sessions on behalf of Universities and other educational institutions; and for broadcasts desired by returned soldier organisations;— an arrangement which might prove more satisfactory to these bodies than having to run their own stations, as they would be relieved of the obligation to engage in commercial operations which, strictly speaking, are extraneous to their proper functions, but which, if they held licences under the existing system, would probably be unavoidable in their efforts to obtain revenue to cover the cost of maintaining the stations.

A scheme of co-ordination on the lines suggested by the A.B.C., or any kind of co-ordination, as the Treasury has pointed out, means some form of control. The Treasury representative considers it would

be difficult to co-ordinate the national and commercial services, adding that perhaps the only solution to the problem is nationalisation. The Post Office representative prefers the preset dual system.

Critics of the idea of the dual system being publicly owned fear that the broadcasting services might become propaganda instruments for the use of the political party in power, the implication being that this is at present the case as regards the national service. It is true that under the 1932 Act there was ministerial power to instruct the A.B.C. in regard to political broadcasts, and there has been evidence that Ministers of successive governments of different political parties exercised that power. But, on the recommendation of the Joint Parliamentary Committee under the chairmanship of Senator Gibson, that power was withdrawn from the Minister by the Act of 1942; so that for the last five years the Commission has been completely independent in this matter.

The A.B.C.'s position was clearly explained in evidence tendered to the Standing Committee of the previous Parliament in January, 1944, by the then Chairman (Mr. Cleary), who pointed out that, since the 1942 legislation, if the Minister instructed the Commission to broadcast a statement of a political nature, the request could be refused.

INTERFERENCE SAFEGUARDS

As an additional safeguard against political interference with the A.B.C.'s independence, provision was made in the 1942 Act, requiring the Commission to notify Parliament in its annual report if it received any such instructions. All of the Commission's annual reports tabled in Parliament since 1942 show that no such instructions have been given. That is a highly significant situation which, judging from the trend of criticisms which have been brought to our notice, does not appear to have received adequate publicity; it certainly affords evidence that there would be no reasonable ground for a fear of effective ministerial interference with the Commission's independent power to deal with political broadcasts, if it were otherwise desirable to adopt a plan of co-ordination under the auspices of the A.B.C.

Needless to say, there are differences of opinion amongst us on the question of a move in that direction, as it would probably lead to, if not involve, nationalisation, which although in operation in the United Kingdom, Eire, South Africa and New Zealand, and advocated in principle by Professor Copland in a submission to the Australian Institute of Political Science, nevertheless affects a fundamental principle of political philosophy. Realising that a question of very high policy is involved, we suggest that the matter be debated on the floor of the House, so that all points of view may be fully considered with the object of endeavouring to find a solution which will be desirable and equitable in the interests of all concerned.

The following recommendations are made in regard to the program service deficits and the technical service deficits, if Parliament decides that the present system should continue.

(Continued on page 28)

TIME-BUYER *eyes* LOOK

To the **INDUSTRIAL MARKET** with its **COLOSSAL CASH TURNOVER**

FOR REAL RESULTS

2KY SYDNEY

Is Directly Affiliated with
250,000 Wage Earners

2HD NEWCASTLE

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

2KY SYDNEY

2HD NEWCASTLE

REPRESENTATIVES: SYDNEY M 6291 MELBOURNE, CENT. 4705

MINGAY PUBLISHING CO. MELBOURNE STAFF APPOINTMENTS

The appointments of Miss Beatrice Touzeau as manager, Melbourne branch of the Mingay Publishing Co. and Mr. Arthur E. Hoad as Melbourne news editor have been announced by Mr. O. F. Mingay, managing director of the company.

Miss Touzeau has been Melbourne representative of the company since 1942 and is well known in trade circles. Mr. Hoad is a newcomer to publishing, but has had a lot of broadcasting experience. He is a Member IRE, (Aust.) and served during the war with the RAN for six and a half years on technical, administrative and instructional duties in communications. One of his tasks was the building and operation throughout its busiest period, of HMA Naval W/T Station, Townsville in his capacity of OC. His appointment included duty as the Port W/T Officer, involving technical supervision of radio communications and warship W/T maintenance within that Area.

He was associated with the early days of 3BO Bendigo and 4TO Townsville and later with 2AY Albury, 2CH Sydney, 4CA Cairns, 2GF Grafton, 2GN Goulburn and 2SM Sydney, also VK2ME, AWA's pioneer shortwave service.

His writing experience has included copy and script writing for stations, and he has had plays accepted abroad.

COUNCILS SEEK CUTS IN AD. HOARDINGS; SIGNS

A number of municipal and shire councils in New South Wales have taken a strong stand against advertisement hoardings and road signs. Some have refused to renew licences for existing advertising structures altogether. Two councils went so far as to prohibit the painting of commercial signs in their areas, but the Australian Association of National Advertisers immediately raised the claim that such action was contrary to Ordinance 55 of the Local Government Act.

In the Blue Mountains Shire the council recently instructed a number of property owners that all commercial signs on their properties exceeding an area of six sq. feet must be obliterated, and that the total area of all signs on one building must not exceed 18 sq. feet. The AANA intervened and the matter has been referred to the Local Government Association to call a meeting of interested parties.

ASSOCIATED CHAMBERS OF COMMERCE CONFERENCE IN ADELAIDE

The 43rd Annual Conference of the Associated Chambers of Commerce was held in Adelaide on April 22-24 at the Adelaide Town Hall. Distinguished leaders of commerce from all States of the Commonwealth and official representatives of eight nations heard His Excellency the Governor of S.A. (Sir Willoughby Norrie) officially open the conference.

In his address the retiring President (Mr. Herbert Taylor) said that production alone will reduce costs of necessities in short supply and production alone will give us goods to export and will provide better wages and a higher standard of living. He added that increased production does not mean overwork or sweating which are unnecessary as well as undesirable. By a pernicious system of intimidation of the workers an extremist minority of union leaders has compelled employees in some key industries to reduce their production to weekly quotas considerably less than a reasonable week's output which a normal worker can produce without undue strain.

"F.M. INEVITABLE" SAYS BREMA

The recent annual report of the British Radio Equipment Manufacturers' Association states that after incurring an expenditure of £2,000 to investigate the relative merits of F.M. and A.M. over a period of many months, it appears that the ultimate employment of F.M. transmissions is inevitable.

The BREMA Council has decided that development of the F.M. system should be supported, provided that:

- (a) It is used as an addition to and not in replacement of existing transmissions.
- (b) Inter-regional and international broadcasts in and from this country are not curtailed in consequence.

In respect to television, it was decided that facilities of technical colleges for basic training, plus individual manufacturers' schemes were adequate.

A recognised standard of efficiency to incorporate television under the system of the Radio Trades Examination Board should be accepted by all concerned as one measure of a dealer's service efficiency. A single basic discount of 30% for television sets to dealers assuming full installation and maintenance responsibility has been agreed upon.

SYDNEY SAVAGE CLUB

A concert recital by the recipients of the Sydney Savage Club's Students Scholarship and special awards for 1946, was arranged by the Club at the Trocadero, Sydney on Sunday evening, May 4.

The Savage Scholarship was commenced in 1934 when Marie Van Hove was the winner. In 1945 the Savage Club made two scholarships and Marie Van Hove again won the scholarship with her excellent piano playing and the other 1945 winner was Wendy Brunton-Gibb for her dramatic work.

On this occasion, the awards were decided for 1946 and the winner was Isabelle Mallitt, a violinist of great promise. The second scholarship was divided between Paul Miskell, tenor, and Marion Graham Smith, a pianist. Each of these three young people rendered at least four items last Sunday week which resulted in much applause. Wendy Brunton-Gibb is well known as the daughter of Jim Brunton-Gibb, who is the Chief Savage of the Savage Club and compered the show on Sunday evening.

The Savage Club choir under the baton of Ivan Rixon was a great hit.

It was very fortunate that Mrs. Brunton-Gibb was able to bring along Mr. Georgie Wood, ("Wee Georgie") the well known English comedian who is at present playing at the Tivoli. His talk to the gathering was not only full of humour, but quite a lot of horse sense, and met with great approbation.

Coffee and refreshments were served and the evening was something for which the Savage Club can take full marks.

The Secretary of the Savage Club is Mr. Adrian Ashton of 27 Hopetoun Avenue, Mosman, XM 4984. The recent election of officers for 1947 resulted as follows:—

President: Lindley Evans. *Chief Savage:* J. Brunton-Gibb. *Hon. Secretary:* Adrian Ashton. *Hon. Treasurer:* Trevor Daniel.

Braves: Jim Meynink, George Christie, Norman Barrell and Bob Mackey.

Councillors: Arthur Herriott, Jack Musgrove, Frank Crane and Tom Tuckwell.

Chairman:— Entertainment Committee, Bill Lewis.

Chairman:— Decoration Committee, John O'Donnell.

Chairman:— Catering Committee, George Smith.

Chairman:— Art Committee, Jack Lee.

**A
GOOD TIME . . .
IS ENJOYED BY ALL
WHO ADVERTISE
THROUGH . . .**

3XY

163 Spring Street, Melbourne
Central 6612

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

JOHN HAINES of "The Bulletin"

(By W. O. Richards)

You sensed rather than felt the approach of John Haines when he passed your office door on his way to the enquiry desk. Short, quick footsteps heralded his coming. Stockily built, short of neck and square of jaw, his whole physical make up was in keeping with his pugnacious character. "It wasn't the size of the dog in the fight, it was the size of the fight in the dog!"

That was John Haines — and could he fight?

When it is remembered that in his day, the classified columns of the "Sydney Morning Herald" could be read



John Haines, first advertising manager of "The Bulletin."

without the aid of a magnifying glass, and practically all national advertising came direct through the London offices of Reuters or Gordon & Gotch, his field was very limited.

Prospects were confined to a few wholesalers, retailers, indent agents and casual advertisers.

To see and hear John Haines at his fighting best, one had only to mention "circulation"—information naturally sought regarding any medium. When he made a reply he literally spat the words at you! "Circulation! Assuming, Sir, as you suggest, that my circulation is only 50,000 am I fracturing the truth when I claim that each copy of "The Bulletin" is read by five different persons?

"250,000! Think of my paper's influence — its impact on the reader! Why, if only half of one per cent. of this number of readers purchased the merchandise advertised in my

columns — would the investment be worth while?"

"But —"

"Pardon, there aren't any 'buts' about it, Sir. When I tell you that the names of "Bulletin" black and white Artists and Writers — men like Archibald, Phil May, Hopkins (Hop), Henry Lawson, Banjo Paterson, Harry Weston, Hugh MacCrae, E. J. Brady, Stephens and many others I could name are as well known to every intellectual, suburbanite, bushman and politician in every nook and cranny in Australia as they are to you, I am not exaggerating; and need I say, Sir, that "The Bulletin" is the most quoted Weekly or Daily issued in this great country of ours? "The Bulletin" has not merely recorded history — it has made it! If you still have any doubts about the merits of Australia's National weekly as an advertising medium, ask Mr. Fred Millen — Managing Director of Peapes; Mr. Charles Lloyd Jones — Advertising Manager of David Jones; Mr. Josiah Bartlett — Advertising Manager of Anthony Horderns; Mr. Jonathon Baker — the Cutler in Hunter Street; Mr. George Davis of Hoffnungs and other constant



Phil May — A "self portrait" by the famous Australian cartoonist.

advertisers in my paper. Ask any advertiser."

Logically, intelligently, tenaciously, he propounded his reasons why "The Bulletin" was "a good advertising buy." If you had the money available he generally succeeded in beating

VALVE CO'S MUSICAL COMMERCIALS

Amalgamated Wireless Valve Company who have been consistent supporters of the broadcast medium of advertising for many years, recently devised a new series of one minute musical commercials, which break some new ground in smooth presentation of this type of announcement. Each announcement is preceded by 15 seconds track for a pleasantly sung theme. The first couplet has a topical twist and the second couplet carries a lead in to the announcement for Radiotron Valves, thus "If you have no conception of perfection in reception . . . Then you're the one to whom we want to talk."

Perhaps the series comes within the Federation's definition of a singing commercial, but there is at least no mention of the product in on a singing part and the whole is on a very different plane from the types of singing commercials which have apparently been upsetting quite a lot of commercial station listeners. The series has been released on stations 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK, 5AD-MU-PI-SE, 5DN-RM, 5KA-AU.

THE LIVING RECORD

Most people in the public eye from time to time like to keep newspaper clippings relating to their public activities, but Newcastle station 2KO went one better recently when they presented Mrs. McGirr, wife of the N.S.W. Premier, a disc, recording her launching of the "Delungra" at Newcastle.

Dick Fair was in Newcastle with Australia's Amateur Hour at the time and accepted 2KO studio manager Pickhover's invitation to join in the descriptive commentary of the launching from the local dockyard. A wire recorder was used also on the job and this was run through over the air in the evening for the benefit of dockyard workers. The recording presented to Mrs. McGirr as a souvenir of the occasion was put on a platter so it can be played on a home phonograph turntable.

down any resistance you might offer.

John Haines deserves to be numbered among those Immortals whose names will always be associated with the early history of "The Bulletin," and of Australian Advertising. They don't breed Advertising Representatives like John Haines these days.

Judge a Radio Station by the Programmes it Keeps



★ "MUSIC IN THE TANNER MANNER"

Half Hour, Sun.
9.00 p.m.

Kloster Pty. Ltd.

★ "THE PERSIL SHOW"

Half Hour, Mon.
8.00 p.m.

Lever Bros. Pty. Ltd.

★ "WHEN A GIRL MARRIES"

Quarter Hour, Mon. to Thurs.
7.15 p.m.

Samuel Taylor Pty. Ltd.



Top-line programmes, smoothly presented, serve loyal audiences in this, Australia's Fifth Market!

In Newcastle, it's on...

2KO

HEAD OFFICE AND STUDIOS:
72 Hunter Street,
Newcastle
'Phones
B 2241, B 2242.

SYDNEY OFFICE:
60 Hunter Street.
'Phone B 5370.
MELBOURNE:
'Phone FJ 2118.

The Battle of the Ratings

(From our Washington Correspondent)

C. E. Hooper Inc. are now incorporating the "diary" system of sampling of radio audiences. C. E. Hooper announced this at the beginning of April in an address to the Hollywood Ad. Club. He said the diary system would commence soon in 74 cities and would be in addition to the coincidental method of his organisation. The first diary study would cover 7,500 homes.

Famous researcher, A. M. Crossley addressing an American Marketing Assn. luncheon in New York a few days later, declared that the American radio industry had developed a hypochondria over ratings which could only be cured if they got back to fundamentals. Crossley asserted that altogether too much importance is placed on week-to-week rise and fall of program ratings. News mag. "Variety" reported Crossley as having said:—

"Aside from the need for less daily concern over whether a program is "a Hooper-droop of a super-duper-Hooper," what somebody must provide and what advertisers have a

right to expect, is a great deal more comprehensive program of radio research. "The first essential . . . is a true cross-section of individual men and women in the United States of all ages, locations and economic levels . . . The second essential is a sound approach to the research program in the light of real needs—not high-powered salesmanship, but help to the advertiser."

Meantime another aspect on the rating ranting has loomed up. It's the suggestion said to be canvassed by a number of sponsors that they pay up for programs on a so-much-per-Hooper-point basis. This idea raised a squawk from radio talent who, perhaps surprisingly, pay less attention to program ratings and more attention to their sales ratings than do many advertising agency account executives. Some talent say outright they would rather gamble on the sales of the sponsor's product arising out of their program than on what Hooper rating they would get.

THEY GAVE UP THEIR SUNDAY



These are only some of the well known members of Sydney commercial station staffs who toiled all day in the interests of Flood Relief for Britain during the recent Sunday appeal carried out by the Sydney stations for the Red Cross Society. Left to right are Messrs. John Sherwood (2SM), John Dunne (2SM), Jack Lumsdaine (2GB), Geo. Foster (2GB), J. W. S. Keegan (director of publicity N.S.W. Division Red Cross Society), Vernon Lisle (2UW) and Keith Dunbier (2UW).

Radio's Part in Advertising

S.A. Station Manager
Addresses AAA

There is still not a true appreciation of the function of advertising in modern economic life, declared Mr. J. S. Larkin, general manager of 5DN, addressing the South Australian Division of the Advertising Association of Australia at a dinner on April 14.

"Advertising today plays a part in the economy of almost every country by creating mass consumption, the advertising man playing a definite part by making possible mass production with its resultant mass economy," he continued.

"It has been demonstrated effectively that radio holds a fundamental part in advertising. Some time ago a question was put to the Standing Committee on Broadcasting: 'Doesn't the newspaper cover the field sufficiently?' To which the Broadcasting Federation president replied,—'It's position is now no more than the train was to transport before the advent of the motor car.'

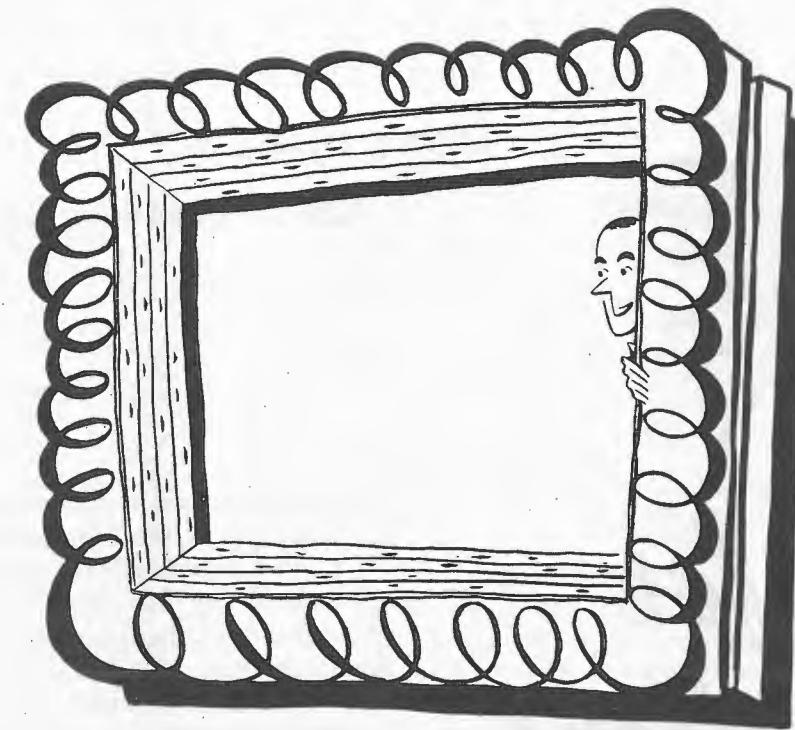
"Radio has a personal aspect in so far as it is an invited guest in the home—for this reason the radio advertiser must forget his own views and give the listener what *he* wants. It is now possible to find out what the listener does want, and most stations can offer a sound service in this direction.

"The use of various forms of research has brought to light many forceful facts. One such was demonstrated by a research carried out by the U.S.A.'s Columbia University who found that with regard to scatters, the 75 word scatter held almost 100% interest, the 100 word scatter caused a 25% drop in listener interest, the 150 worder a 50% drop, and the use of anything longer a rapid drop downwards."

BIG CASTS PREVENT U.S. SHOWS VISITING AUSTRALIA

The major obstacle against bringing current Broadway shows to Australia was the huge casts engaged, said Mr. E. J. Tait, who arrived back in Sydney on April 22 from a five months' tour abroad.

Exceptional numbers are employed in all the big shows on Broadway and the big casts include important names. It would be difficult to put them on in Australia because of transport, the rate of exchange and the high Australian taxation rate.



The little man who wasn't there *

* "PRESENCE" IS IMPORTANT
IN RADIO RECORDING TOO!

What is this all-important thing called "Presence"?

The simple fact is that "PRESENCE" in radio recordings gives your listening audience the same enjoyment as a live performance. Unless the artists are recorded with every fine shade of the original performance—unless you can feel their "Presence," the investment you have made in a costly programme will not return the dividend expected of a high-rating programme.

For "PRESENCE" in recordings . . . for the realism that MUST be retained for a success-

fully recorded programme—trust the Kinelab technique. Kinelab "know how."

Three leading Sydney stations and numerous producers entrust the recording of their most difficult feature shows to Kinelab.

An absolutely independent technical service available 24 hours a day, 7 days a week, to any producer of radio and screen entertainment. May we instal a permanent line to your studio—become your recording department?

Kinelab

THE RECORDING UNIT WITH

RECORDING TECHNICIANS
TO FILM & RADIO INDUSTRY

A MOTION-PICTURE BACKGROUND

KINELAB PTY. LTD. TEL. M2635. 484 GEORGE STREET, SYDNEY



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

By Courtesy of the National Association of Broadcasters in America "Broadcasting Business" has secured Australian publication rights of the complete Radio for Retailers—Joske's of Texas Study—which will be presented in several instalments.

PART ONE

Joske's of Texas undertook this study of radio advertising in co-operation with the National Association of Broadcasters in an effort to learn as much as possible of the most effective procedures and techniques in the application of radio advertising to retail promotional problems.

Before the study began a series of surveys was made, of the store, its competition, its trading area, its customers and potential customers, to learn their attitudes, sales potentialities, and tastes.

These surveys were carefully analyzed in the light of the store's promotional needs and aims. From this analysis came the definite statement of six major, specific objectives:

- 1) To increase store traffic and sales;
- 2) To identify the store with leading civic and consumer groups;
- 3) To extend the store's trading area;
- 4) To supplement its current advertising;
- 5) To strengthen its position with resources;
- 6) To give new impetus to selling personnel by the addition of a different promotional medium.

To achieve these aims the store added 54 programs and 109 spot an-

nouncements weekly to its promotional program spread over five local radio stations. Changes and improvements were made as opportunities offered.

A special radio department was established as part of the store's publicity department; co-ordinated promotion tied its radio advertising into other forms of selling.

The "beamed program" technique was used, whereby the promotion of each specific type of merchandise or service of the store was directed towards a pre-determined audience, by careful selection of specific programs, times and stations.

By consistent and careful follow-through, it was learned that this method of operation enabled radio advertising to achieve, with varying degrees of success, the objectives originally established.

Similar planning and execution are recommended to other retailers and broadcasters.

Preliminary statistical study of the Joske market area revealed among other details, the following:—

Area	Population	Radio Homes
Immediate	476,000	110,330
Secondary	1,153,500	237,700
Rest of Texas	4,630,300	1,151,970

During the study period San Antonio had a civil population of 350,000 and a military population of 50,000. According to the 1946 "Sales Management" Survey of Buying Power San Antonio per family income for 1945 was \$4,327 (compared with all Texas average of \$3,223).

Store's History, Location

Established in 1873, Joske's has been San Antonio's largest store for many years. Today, though located in Texas' third largest city, it is the largest store in the State.

It is held in high regard by the community as one of the most modern stores in America. The building covers practically a city square. There are five spacious entrances, and inside, the modern system of temperature control, air conditioning and the escalators make shopping comfortable and convenient.

Joske's completely dominates the city's retail field in volume of business, doing approximately half the total largest store business in town. Its prime emphasis is on large assortments and carrying leading national brands. It has a good high-fashion reputation, and is frequently represented in the nation's leading fashion magazines. Although its ex-

ceptional volume is well distributed among the various merchandising divisions of the store, high points of volume and customer-acceptance are better ready-to-wear, shoes, cosmetics, infants' wear and lingerie. It is known nationally for its dominant appliances operation. Its fine jewelry department sells gems running well into five figures, and its bookshop does more than the combined figure of the city's other bookstalls. It has 133 departments, and a complete basement store. (In 1945 a separate lower-priced furniture store was added.)

Joske's competition is, in the apparel field, Frost's a fine specialty store; Vogue, a consolidated specialty store; Carl's, a popular priced specialty shop; and several small better specialty shops plus the usual chain stores. Competition in men's and boy's wear comes from Frank Bros., Fomby's, and Hutchins Bros. In the department store field competition comes from Sears Roebuck, a good "A" store in San Antonio, and Wolff and Marx, a national department store whose volume ranks fourth to Joske, Sears and Frost.

Joske's location in San Antonio is important to this study. The store is situated a good half mile from the main shopping centre. It would normally be in a poor position but because of the dominance of their operation it has been converted into a busy buying centre.

What the Surveys Showed

Before the radio campaign began, several surveys were made of consumer attitudes in San Antonio and its immediate trade area. These played an important part in establishing definite objectives for Joske's radio advertising.

One analysis of consumer attitudes toward San Antonio retail stores and advertising, made by Industrial Surveys Company of New York, indicated that:

- 1) Joske's occupied a generally dominant position.
- 2) Its competition came from all types of stores, serving all types of customers.
- 3) Analysis of this with parallel surveys pointed out several customer types who consistently named different groups of stores as Joske's chief competitors.

These facts emphasized the necessity for Joske's to maintain its dominant position and, if possible, to build the store to a greater dominance by reaching more people of all income levels.

WHAT IT'S ALL ABOUT

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

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

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

Analysis of newspaper circulation showed that its advertising was not regularly reaching the full potential trading area. Analysis of radio opportunities showed that San Antonio had five radio stations ranging from 50,000 watt (network affiliate) to a 250 watt (independent) station. These stations provide both limited and widespread coverage, of varied audience appeal.

The results of the Industrial Surveys Company study, combined with an analysis of the store and its departments from a standpoint of volume, location, merchandise, services, atmosphere, personnel, etc., indicated:

- 1) Strong departments which should be used for radio promotion.
- 2) Weak departments which should be strengthened before being included in the radio promotion.
- 3) The customer-types served by the various departments.

This gave a basis for selecting departments and merchandise which would lend themselves to radio promotion, and also a basis for determining particular program types to reach the specific audiences desired.

Joske's feels that these studies carefully analysed by store and NAB representatives, had a real value, not only for radio application, but also for general merchandising. Here are three illustrations of the method by which this wealth of information was applied to specific problems.

Examples of Pre-Planning Application

Example 1

The consumer study by Industrial Surveys Company revealed that two out of five women in San Antonio trading areas preferred to purchase

cosmetics and beauty lines at Joske's of Texas, and that one woman in four had actually made her latest cosmetic purchase there. Analysis of the store had previously brought out such factors as this department's excellent location, fine stock, and smart merchandising.

Newspaper advertising for this department had probably reached its maximum efficiency. Radio offered an opportunity to reach more prospective purchasers horizontally in the geographical sense, and vertically by income groups, than could be obtained by doubling or quadrupling its newspaper advertising.

A study of the regular shoppers in the cosmetic department revealed that they included all classes and types of girls and women, with particular emphasis on business and professional girls and women, and middle and upper income housewives. Statistics supplied by the San Antonio Transit Company showed that the peak morning load of women workers occurred on the buses between 8.15 and 8.45 a.m.

The period of 7.45 to 8.0 a.m., Monday through Saturday, was available over KTSA. This 5,000 watt CBS station offered excellent coverage of the San Antonio trading area. From the opportunity the need and availability was born "Beauty Times" (a session which will later be described).

Example 2

Station KONO had instituted the "1400 Club" program (so named because the station operates on 1400 kc/s.). This program format is simple and widely used; listeners are invited to write for a membership

(Continued overleaf)

Radio for Retailers

(Continued from page 19)

card entitling them to a musical selection commemorating birthdays, anniversaries, etc. By 1944 there were approximately 7,500 members of the KONO 1400 Club. Approximately one half of the members' names were of Spanish derivation, and the addresses of those with American names showed that the audience was composed largely of lower and middle income groups. A questionnaire to determine their attitude towards retailing and retail advertising was sent to a random sample of 1,000 members. The 290 returns (analysed by Badar Associates) revealed that Joske's rated much lower with this group than with the consumer panel studied by the Industrial Surveys Company.

The basement store particularly rated below its true importance as a well managed and effectively merchandised division. Obviously too few of the *logical customers* for the basement store knew about its wide selection of merchandise.

The combination of these facts indicated the advantages of participation in the KONO 1400 Club program for Joske's basement store. This participation consisted of the sponsorship of the 1400 Club from 11.30 to 11.45 a.m. Monday, through Saturday, which was purposely sub-titled "For Members Only". Further description of this program and its application to Joske's basement store is given later in this study.

Example 3

Joske's had not been in the furniture business until a comparatively few years ago, and had merchandised the department to reach primarily the higher income groups. Therefore this department was not rated highly by the cross-section sample studied by the Industrial Survey Company. This fact coincided with management evaluation of the department. Consequently, even though creditable gains had been made in the sale of *fine* furniture, the committee recommended that radio promotion of this department be postponed until the store's plans progressed for additional development of its furniture operation.

Three months after the test began, an adjacent building was leased,

stocked with good popular priced lines of furniture, and called "Joske's Budget House." Lower and middle income consumers studied in the Badar Associates survey had ranked five popular priced furniture stores above Joske's as places where they preferred to buy furniture, and as stores which had the most interesting and helpful furniture advertising. So, coincident with the opening of the Budget House, Joske's purchased another quarter hour on the KONO 1400 Club program for the exclusive promotion of this new store, because as noted in Example 2 this program was known to reach listeners in the income groups desired.

Radio advertising for the fine furniture carried in the main store was then used on other programs beamed to higher income audiences. As will be shown later, a parallel survey made at the close of the study year showed increased sales and a higher rating by consumers.

Every division and department of the store was thus carefully studied from the standpoint of what could profitably be promoted by radio. Each of the several consumer surveys was analysed to determine to whom the merchandise or service of each de-

partment could be effectively promoted. All five radio stations were studied for coverage, available time, and existing or easily built programs to reach the specific audience desired for the particular merchandise or service.

Each of the following descriptions of the programs selected recounts the basic facts behind its choice. It is suggested that most retail advertising campaigns will profit from similar research and analysis, not necessarily as extensive as those used in the Joske study, but individually tailored to each retailer's problems.

In Our Next Issue: "Major Objectives of the Overall Radio Plan."

AUSTRALIAN QUIZ TITLE TO S.A.

The South Australian team won the £200 final of the Australian National Quiz championship, which was decided on April 25, when the contest was broadcast throughout Australia. Beaten by only one point, Victoria and Western Australia shared second place honours.

The winning team consisted of Mrs. G. Rowe, former teacher at Adelaide High School; Miss N. Davies, an Unley schoolteacher; Mr. R. F. Ross, a grazier, and Mr. H. Fox, a Myrtle Bank electrician.

Interest is now centred around the contest on May 4, between this South Australian team and representatives of Victoria, winners of last year's quiz championship.

JOSKE'S INSTITUTIONAL COPY

Objective: To establish Joske's character, identity and individuality; to build acceptance of the store as the first place to turn for purchases.

a. Joske's used this institutional slogan to open and close every program: "Joske's of Texas, by the Alamo in San Antonio, the largest store in the largest State."

b. Because most of Joske's radio copy was written with a dual purpose in mind (to create immediate and ultimate response) the only program used consistently and entirely for institutional advertising was the Sunday night "Weekly News Round-up."

Sample: (from "Weekly News

Round-up") Opening commercial:—

Announcer: "Just as cattle brands have helped to make Texas famous, so have the famous brands of merchandise built the name of Joske's of Texas! Take the men's store, for instance. You can't look anywhere without finding names representing the very top makers of men's wear. Let's start with suits. What a display of famous labels: SOCIETY BRAND, GOODMAN SUSS, KENTCRAFT, and WORSTED TEX. On to topcoats and the same thing is true with ALPAGORA, KNIT TEX, and KENTCRAFT! All brands you know and like to wear! The world's most famous names always find their way to Joske's men's store, and so, to you!"

HUGE AMERICAN ADVERTISING BUDGET

Although two well informed American advertising trade magazines "Broadcasting" and "Printers Ink" differ by many millions of dollars in their calculations of total advertising (and specific radio advertising) expenditures for 1946, there is little doubt that 1946 showed a continuation of the uptrend which was pronounced in 1945.

"Broadcasting" estimated that gross time sales on American broadcasting networks and stations amounted to \$424,077,000 during 1946. "Printers Ink" carries Dr. Hans Zeisel's (McCann Erickson Inc. researcher) calculation at \$489.4 million for radio advertising expenditure and estimates total volume of all advertising at \$3,116,600,000. Of the total Dr. Zeisel gives newspapers 30.9%, Radio 15.7%, magazines 13.8%, direct mail 9.0%, business papers (coming up) 5.7%, outdoor 2.7%, farm papers 1.2% and miscellaneous national and local 21%.

With the aid of a portable recorder, 2HD staff were at the Newcastle wharf to broadcast a description of the arrival of the HMAS "Condamine" on April 25. The "Condamine" visited the city from April 25 to April 28 and was open for inspection to assist the Lake Macquarie Appeal which is in aid of a convalescent home being built for ex-servicemen.

TELEPHONE TROUBLES

Despite good progress in new installations there are still 77,000 applications for new telephones outstanding, Mr. Calwell, representing the PMG in the House of Representatives, told the House on April 29. In order to overtake the arrears and to meet the great increase in demand for new phones, it will be necessary to erect many new buildings, install large quantities of automatic switching equipment and lay a lot of underground cables. Most exchanges are already full or overcrowded with connection loadings. He said that 90,000 new connections had been made since the end of the war.

Meantime the Postal Reform League with headquarters in Sydney, is seeking some relief from the burden of the telephone annual rental. The league points out that you still have to pay £5 a year, year after year, for an instrument which is not worth much more than £5 originally. In New Zealand, no rental is charged any more than for gas or water meters.

PIANO CO. TAKES FM SPOTS

"Variety" reports that the first top advertising agency placed contract for an FM station series of spots was negotiated late in April between New York station WABF and Baldwin Piano Co., through Ruthrauff and

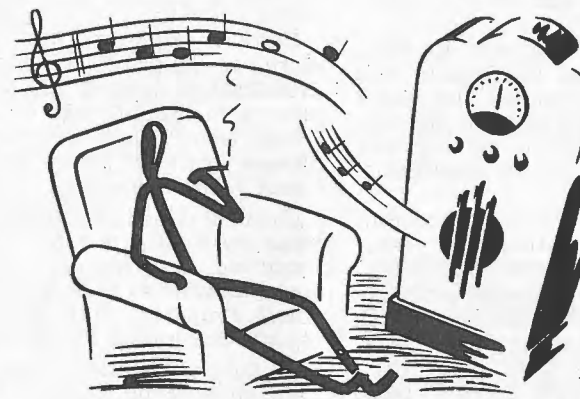
ABC'S NEWS SERVICE

Replying to questions by the member for Fremantle, Mr. K. Beazley, Mr. A. Calwell representing the Postmaster-General (Senator Cameron) said in the House of Representatives at Canberra that:—The Australian Broadcasting Commission's overseas news service was inaugurated at the beginning of this year. In this connection, the ABC has made arrangements to obtain its basic news through Reuters, Associated Press, British United Press, Exchange Telegraph and Press Association.

The ABC's London news staff makes a selection from the news obtained from these sources and cables the items chosen to the news office in Sydney. The ABC did not propose to appoint other correspondents overseas except in respect of New York, where it is intended to have an officer for the purpose of obtaining background information and covering the United Nations Organisation.

The ABC had almost completed arrangements for its independent local news service, which will be introduced not later than June 1.

Ryan agency. Seven 30 second spots daily for 13 weeks will cost six dollars a spot.



3CV
CENTRAL VICTORIA

A Funny Thing about
country listeners . . .
they like the city glamour
. . . that's why so many
Central Victorians (most of
225,000) hug their sets when

relays 3AW every night, 6.30 to 10.30

ASK THE MACQUARIE MAN ABOUT THIS SOLID HOOK-UP.

On and Off

By GEORGE MATTHEWS

YES, I'm on but not on it.

Last issue got missed because I visited guest house, in which I have interest (Her name is Mary).

Next long week-end try Kim's Camp, and mention my name. Colonel Hughes Hallett (former A.B.C. announcer-executive) will make you pay in advance.

While producing "Singing Cowboy" for Lintas Thursday last, Wilfrid Thomas inquired: "Are you back in the city for good?"

No, Wilfrid. But I'm back in the city.

NEW GLADYS? Mark the name well—Muriel Howard. She may have to go overseas (planning to do so) to get competent judges to say she's good. In my opinion, Muriel could be Australia's next Gladys Moncrieff.

Saw her twice as Adele in "Gay Rosalinda". Knocked the hair-do off imported star, Tara Barry.

Only firm offer from the Firm for Muriel Howard is New Zealand Gilbert and Sullivan tour—rehearsal performances while J.C.W. attempts to obtain from England new Ivan Menzies for extended Australian season.

Last week-end, Muriel, not having received any engagements from Sydney radio program makers, returned to "rest" at her home, 176 Esplanade, Middle Brighton, Vic.

And she's awfully pretty!

CHUCKLES OFF: Young sons of Sydney accountant, Jim Henderson, have discovered Sunday Telegraph 45-minute comic strip program "Charlie Chuckles" (2UW, 9 a.m.) can be heard later over 2KO, so he now has to endure the show twice.

Newcastle representative Kingsley Lock to Henderson in lift at City Mutual Building, where both have offices: "How much is it worth not to tell your kids they can hear the program yet again at a different time from 2GZ?"

SONG SUCCESS: Insurance manager, Sam Mollison, tells how eight years ago Herbert "Pat" Carroll, Williams Road, Toorak, sexagenarian song writer, remembered for "Rip Van Winkle", etc., pulled out a drawer, dusted off an old number titled "Don Juan", sent it to Chappell's.

Pleased and proud was Carroll, former Gawler (South Australia) identity, not now in the best of health, to hear this week that baritone John Charles Thomas had included "Don Juan" in repertoire for current Australian tour.

Jack ("Road to Gundagai") O'Hagan, an admirer of Carroll for many years, shared a plane with John Charles Thomas May 7.

Was returning to Melbourne after attending complimentary dinner Usher's Hotel, Sydney, to Ernie Lashmar and, George Sutherland, off to London later this month to represent Australia at world musical copyright congress.

OLIVER TWISTER: At George Street Radio Theatre, just before Anzac Day, Colgate-Palmolive unit did five first-class programs between 8 p.m. and 10.30, artists including—

Jack Davey, Strella Wilson, Roy Rene, Olive Lester, Dick Bentley, Ada and Elsie, John Fullard, Bill Fennell, Hal Lashwood, Wilfrid Thomas, Peggy McDonald, Jack Burgess, Denis Collinson, Victor Carrell, Harry Hambleton.

Quite the best star-scintillating free show I and the audience had seen in years.

When it was all over, a woman right behind commented: "I'd like to have heard Alan Coad."

Backstage, baritone Harry Hambleton, who stands well over six feet and weighs 19½ stone, told violinist Dan Scully, he had been out looking for trout.

"Should have been marlin," said Scully, eyeing him off.

OFF THE ICE: No truth in story that big dog owned by Sydney Sun columnist, Jim Macdougall (he and I were together on Melbourne Herald) has been booked for the ice sequence in B.A.P.'s new (?) transcription, "Uncle Tom's Cabin."

Dog hasn't been sighted since Sun got busy on its "meatless day" campaign.

April 24 Sun announced that Durban ("Broadcasters' Arms") Hotel, Elizabeth Street, had joined the meatless movement.

They haven't been serving meat there for years. Fish only—very odd fish some of them. Charles Read supplies the more eatable variety.

CRITICAL: A few days after his delayed return from New Zealand, where he toured 40 towns with Whitehall's Megs Jenkins company, actor-producer-writer Victor Lloyd went to Kempsey as manager of 2KM.

It was good to have Victor confirm that beloved 1920's star, Nellie Bramley, retired for some years, made a roaring comeback, and that in Christchurch the decaying art of theatrical criticism flourishes still.

FIGHTING WORDS: Thanks Freddie McIntosh, guitarist and band leader, encountered at Lou Campara's Elizabeth Bay party for birthdaying Marie Ross, for drawing attention to Saturday Evening Post cartoon...

Maddison Square Gardens. Two badly battered pugilists. One leans over the ropes, says to promoter:

"Where's the script for the next round?"

TOLD OFF: Writing in Victorian weekly, The Advocate, one "Taurus" (my birthday's May, too) says: "The lowest form of importation is the transcription..."

"In this transcription racket there are an unascertainable number of pulp records which originate in the U.S.A. and which go on the commercial stations in between the advertisements."

"Since the author or the place of origin is never mentioned, you cannot tell which is which. But there is no reason why the commercial stations should be any more upright in this matter than the daily and weekly press, whose mania for syndication and importation of muck is notorious. Ashamed? My face is as red as an H.M.V. label."

NO CAVIARE? Sydney transcription makers who like to think artists are not ungrateful for the work they provide, continue to have headaches.

Lately, Equity general secretary, Hal Alexander, advised the Radio Recording and Production Association of Australia (D. G. Michelmores, secretary) that—

Certain employers had refused to carry out the provisions of the Actors' Broadcasting Award (State) "in reference to meal breaks at lunch and dinner time." Ditto morning and afternoon tea. In future, prosecutions would follow breaches.

Considerable complaints had been made by Equity members "in re the tendering to them of scripts, which are so illegible as to be almost unreadable." Proposed that all scripts be roneod and typed in double spacing.

In Equity's opinion, casual workers were covered by the N.S.W. Annual Holiday Act. "We, therefore, require you to notify the members of your Association of this fact, and that they make the necessary arrangements to pay the aforesaid sum of 4 per cent. retrospectively for a period of 12 months as from this date."

Michelmores is dealing with the matter. Hasn't lost any sleep.

BALD FACTS: Brian Lawrence, vocalist with Fred Hartley, is to relinquish the band at Romano's after a seven years' season.

Before his first Hartley Octet pro-

gram (2FC, 7.15 p.m., Saturdays) 'cellist Lal Kuring, with Denis Collinson in "Calling the Stars," etc., visited Sydney barber Dave Wicks.

"While Roy Edwards was giving me the haircut supreme," said Lal afterwards, "2GB's Harry Hambridge had a polish."

"That remark," cracked back Harry, "chills me to the bone."

He should wear a hat.

FLASHBACK... Remember Captain X who conducted a weekly Army Session over 2UE Sydney for about 18 months before hostilities opened in September 1939? We found him the other day now in charge of publicity for AWA Radio-Recording Studios.

But meantime... enlisted AIF 1940, went with 22nd Infantry Brigade, Eighth Divvy, February 1941, attached H.Q., 11th Indian Division and appointed Staff Capt. 22nd Infantry Brigade before fall of Singapore in 1942...

then came the prison camps Changi—Sandakan—Kushing—and finally relief by the 9th Division in September 1945. At Sandakan, Capt. Claude Pickford (yes "Captain X") was the "life of the party," organised entertainments in the camp. A book has just been published telling the story of their "Borneo Burlesque," the camp entertainments. Circulation of the book is limited to the few hundred officers who shared the experiences of Sandakan camp—a memento.

FINALLY: At the Chips Rafferty, Allan Toohey, Jim Macdougall, etc., Anti-F.B. Appeal cocktail party...

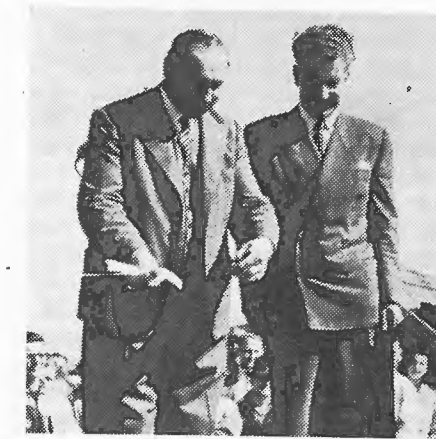
"Nearly laughed myself to death."—"Better luck next time."

"What about a drop of you know what, mixed as I know how?"

"Hop it before we have to soak you up on a piece of blotting paper." I've greatly exceeded my space this time. Guess I'll hop it.

PHILIPS WORKS OPENED IN SOUTH AUSTRALIA

The Hendon Works of Philips Electrical Industries of Aust. Pty. Ltd., near Adelaide, S. Australia, which now house the whole of Philips Australia...



Premier of S.A., Hon. T. Playford (left), cutting the ribbon declaring Philips' Hendon works officially open. At right is Mr. F. N. Leddy, governing director of Philips.

lian manufacturing activities, was officially opened by the Premier of South Australia, the Hon T. Playford on Monday, April 21.

That day marked the successful completion of the transfer of the huge organisation from N.S.W. The 170 local and interstate guests attending the official opening, formed the greatest gathering of political and industrial leaders in South Australia for many years. In addition about 700 employees witnessed the ceremony.

INDIA RADIO LICENCES

The number of broadcast receiver licences in British India at January 31, 1947 was 235,955, as against 203,018 at January 31, 1946. Altogether 230,622 licences were issued during the month, of which 8,867 were new licences.

RADIO LICENCES, MARCH 1947

Licence totals for single sets are shown in col. 1 with additional supplementary licences (for "second sets," etc.) in brackets.

NEW SOUTH WALES		
New Issues	10,687	(838)
Renewals	38,801	(1,727)
Cancellations	2,076	(215)
In force at 31/3/47	585,801	(30,313)
Increase	+8,611	(+623)
Licence % to population	19.92	—

VICTORIA		
New Issues	5,343	(450)
Renewals	29,105	(1,341)
Cancellations	4	—
In force at 31/3/47	414,378	(20,294)
Increase	+5,339	(+450)
Licence % to population	20.403	—

QUEENSLAND		
New Issues	3,364	(112)
Renewals	11,975	(287)
Cancellations	1,264	(9)
In force at 31/3/47	200,856	(5,553)
Increase	+2,100	(+103)
Licence % to population	18.406	—

SOUTH AUSTRALIA		
New Issues	1,799	(286)
Renewals	10,877	(805)
Cancellations	402	—
In force at 31/3/47	159,393	(13,926)
Increase	+1,397	(+286)
Licence % to population	25.04	—

WESTERN AUSTRALIA		
New Issues	737	(94)
Renewals	7,129	(285)
Cancellations	599	(65)
In force at 31/3/47	106,825	(5,270)
Increase	+138	(+29)
Licence % to population	21.62	—

TASMANIA		
New Issues	865	(99)
Renewals	3,453	(152)
Cancellations	249	(64)
In force at 31/3/47	52,677	(3,382)
Increase	+616	(+35)
Licence % to population	20.97	—

COMMONWEALTH		
New Issues	22,795	(1,879)
Renewals	101,340	(4,597)
Cancellations	4,594	(353)
In force at 31/3/47	1,519,930	(78,738)
Increase	+18,201	(+1,526)
Licence % to population	20.405	—

70 YEARS IS A LONG TIME!

—but that's the aggregate behind the THREE control room personnel at the RECORDING CENTRE PTY. LTD.

This, combined with high fidelity recording equipment makes your choice an obvious one.

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Queensland

DRIFT TO CITY

While shires on the Darling Downs, according to the latest estimates issued by the Toowoomba District Statistician, have lost a total population of 5,774, the cities of Toowoomba, Warwick and Ipswich had gained a total of 8,418 inhabitants since December 1939. Brisbane during the same period has had an estimated increase of 68,060 in its population.

SEASONAL INDUSTRIES

The sugar, meat and shearing industries of Queensland are investigating the establishment of new industries to employ idle seasonal workers. The slackness in seasonal industries accounts for much unemployment in Queensland from late in the calendar year until nearly half way through the next year. Nearly 7,000 unemployed drew relief payments from the Commonwealth Government in the week ended April 5. The sugar season does not begin until June and the meat and shearing trades were not fully employed until the end of April. The chairman of the Queensland Cane Growers' Association (Mr. B. Foley) and the secretary (Mr. R. Muir) have stressed the desirability of developing other industries in the sugar belt and have recommended consideration of such industries as supply of fruit juices, vegetable canning, use of cane fibre for the manufacture of paper and artificial fish farming.

DARLING DOWNS PRODUCTION

Figures released by the Toowoomba District Statistician showed that only about one acre in every 60 which were under crop in the Darling Downs during the 1945-46 season was fertilised. During the same season of 2,729,229 bags of wheat produced in Queensland 2,610,514 were grown on the Darling Downs.

FLOODPROOFING BURNETT RIVER

The Harbour Board has applied to the Queensland Government for a £50,000 loan to make the Burnett River flood-proof. The river at present has to be continuously dredged and it can take ships up to 1,000 tons but if retaining walls could be constructed it was hoped to take ships up to 3,000 tons.

STATE BASIC WAGE

The present State basic wage of £5/8/- for senior males and £3/3/6 for adult females was the highest on record, said the secretary of the Queens-

land Employers' Federation, Mr. P. J. Self. An increase of 1/- for adults and 6d. for juniors under state awards came into operation on April 28. The Queensland basic wage has been increased by 11/- since last July. The basic wage before the war was £4/4/- and increases since the war have totalled approximately 29 per cent.

U.K. TRADE OFFICIALS

Recent visitors to Bundaberg were Mr. S. A. Deacon (British Trade Commissioner in Brisbane) and Mr. E. Warren from the Export Promotion Department of the Board of Trade in London. Mr. Warren was sent out by his department to make himself conversant with Australian conditions. He will tour throughout the Commonwealth.

STONE CRUSHING

The Venus State battery started crushing public stone on April 17. Two shifts will be worked and the mill commenced on two 50 ton parcels of ore. The Venus mill, which closed down in 1943, is all-electrically powered after having run continuously for 50 years on steam.

TOBACCO GROWING

It is estimated that 14 acres of tobacco leaf will be cultivated on the Burdekin delta in 1947. This includes 12 acres planted by the Pioneer Sugar Mills Pty., Ltd. Success of the trial planting of about one-sixth of an acre last year has led to the larger enterprise for this season. The interest and enterprise by Pioneer Mills will likely do much to establish tobacco leaf growing on the Burdekin and there is general approval of the risks that the firm is taking in launching out in a large way in this industry.

FOR FLOOD RELIEF

A lively new activity at 4BU Bundaberg is the 4BU Friends' Club, under the presidency of "Sylvia" (Mrs. Sylvia Brown). Since its recent inauguration, membership has risen quickly and as the first official function, a highly successful dance was held to swell the funds of the local Red Cross British Flood Appeal. Local businessmen gave fine support, one example being the donation by Wyper Bros. of a Wedgewood teaset as a competition prize.

QUEENSLAND WOMEN'S FOOD FOR BRITAIN

A Food for Britain Fund conducted by Queensland Women in honour of Princess Elizabeth's 21st birthday closed on April 21 with the total amount subscribed of £4,991/9/3.

Q'LAND GOLD PRODUCTION

For the first quarter for this year Queensland gold production was 15,521 fine ounces. Production for the corresponding quarter for last year was 12,467 ounces. March yielded 5,026 ounces of gold valued at £54,092.

INCREASE IN Q'LAND VEHICLES

In the past 12 months the number of vehicles on Queensland roads has increased by 17,039 bringing the total registered vehicles at March 31, 1947 to 154,883. Revenue from vehicles during March was £70,396.

CHILLAGOE LEAD FURNACES

Members of the Cairns Chamber of Commerce have decided to support the Cairns Harbour Board's request to the Mines Department to reopen the lead furnaces at Chillagoe. With the high price now ruling for silver-lead, no opportunity should be lost in reviving the industry; members feel that a mining boom is imminent in the hinterland.

GOLDMINE REOPENS IN COEN

Coen, a little town, "miles from anywhere", in far North Queensland, expects to "boom" again soon with the reopening of its largest goldmine, the Great Northern, which has been closed for about 20 years. Miners are beginning to trickle back for the mine's start.

South Australia

PERSIAN LAMB INDUSTRY

A lease of 394 square miles has been granted to an influential South Australian syndicate in Central Australia near Alice Springs for the development of an Australian Persian lamb industry. Karakul, or Persian lambs wool, is used for the production of expensive fur coats and other clothing for women. Importation of Karakul flocks from Persia and Africa will be permitted subject to quarantine regulations.

ICI EXPANSION

Extensions costing £1,000,000 to the ICI alkali works at Osborne will commence in three months time. Also involved is the opening of a new limestone quarry at Penrice, near Angaston, which will produce 200,000 tons of limestone a year and the extension of the present salt fields. The doubling of both salt and limestone outputs for South Australia could be expected as a result of the new ICI projects.

METAL PLATING FOR MT. GAMBIE

The first large-scale metal plating works to be established in Mt. Gambier will be opened in July or August. £2,000 worth of machinery has been installed to handle copper, nickel, chromium and eventually silver. The business will be founded by Mr. I. C. Rowe, formerly of Melbourne and previously assistant engineer at the Mt. Gambier supply station.

AUSTRALIAN CAR MANUFACTURE

The first consignment (£25,000 worth) of equipment arrived at Port Adelaide on April 16 for the manufacture of an all-Australian car by General Motors-Holden Ltd. This is the first shipment of £750,000 worth of equipment for the factory at Woodville. All sheet metal work for car chassis will be carried out at this factory; mechanical parts of engines will be made and assembled at the Melbourne plant.

NEW POTTERY CO.

A new subsidiary, R. Fowler Ltd., has been registered by the Sydney pottery firm of the same name to undertake manufacturing in South Australia. Nominal capital is £100,000, and the company has a 17-acre site at Cudmore Park, Mitcham.

FOR
MAXIMUM
SINGLE NETWORK
COVERAGE
OF THE
GOLDMINING
RURAL
PASTORAL
AND
METROPOLITAN
AREAS OF
WESTERN
AUSTRALIA
USE THE
WHITFORD NETWORK
6PM-AM-KG-GE

RUBBER FACTORY FOR S.A.

The Firestone International Rubber Co. has decided to establish a factory on a site of 29 acres at Finsbury North. Employing 900 persons and requiring installations of plant worth £400,000, the company will produce for the local market and also for the export market, probably concentrating on the Far East.

LOXTON IRRIGATION PROJECT

Although progress on the State Government's 12,000 acre irrigation project at Loxton has been disappointingly slow, the settlement will be bigger than any other when planning is completed. The cost of the undertaking is £728,000. A miniature township with its own railway loop has been built on the boundary of Loxton and houses an administrative staff of 65. It has its own store, workshops, engineers' quarters and accounting section.

PLASTER FACTORY FOR S.A.

As a preliminary step in the establishment of the plaster industry on Eyre Peninsula, Waratah Gypsum Pty. Ltd. are reconditioning the old plaster factory at Thevenard at a cost of £500,000. This factory had previously been closed down in the depression of the 1930's. It is expected the factory will be ready to operate by June. Erection of a modern factory at an early date close to the existing site is also planned by the company. Gypsum is one of Australia's most important non-metallic minerals and occurs in almost unlimited quantities at Kowulka. Apart from plaster manufacture, gypsum is used in the making of cement, production of paints and calcimines, while the plate glass industry is dependent upon it and it is a valuable adjunct in surgery, dentistry and brewing. Minor uses include deoderants and crayons.

BROADCASTING STATIONS

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

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'PHONE RYDE 243.

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American Roundup of Radio News

(From our Washington Correspondent)

FIVE NEW YORK FM GRANTS

The FCC announced April 15 grants to five out of 17 applicants for FM licences in the New York area. Evidence on the bids for the channels was taken over a period of about eight months and has been described as a "dogfight." Successful applicants are New York Daily News, MWCA, WJZ, Unity Broadcasting Co. (International Ladies Garment Workers Union) and North Jersey Broadcasting Co.

FM INTERFERENCE PROBLEM

Federal Communications Commission hopes to overcome the inter-station interference problem ("BB" April 17) by reallocation of FM frequencies to provide for a four channel separation of stations operating in the same area instead of the alternate channel separation as previously allocated.

HUGE LOSS ON TELEVISION

Du Mont Laboratories suffered a net loss of \$1,472,270 for the year ended December 29, 1946, it was recently revealed to stockholders. Most of the loss was incurred in the cost of sales of television products. Shipments of tele products totalled only \$562,000 for the year but the company had shipped over \$1,000,000 worth in the first ten weeks of 1947.

FM IN FULL BLAST BY 1948

The Radio Manufacturers Association has just completed a survey of FM plans of transmitter and receiver makers which reveals that by January 1948, 620 transmitters of 1000 watts and upwards, and 90 250 watters will be ready for use; that two million receiving sets will be made in 1947; and that by the end of 1947 the rate of manufacture of FM receivers will be around the five million a year mark.

NEW YORK'S SEVEN TELE. CHANNELS

The FCC has finally granted the remaining four of New York's available television channels which have been hanging fire since the end of the war. NBC, CBS and Du Mont have been programming tele in New York since pre-war days. The newcomers will be ABC, Bamberger Broadcasting Corp., Bremer Broadcasting Co. and News Syndicate Co.

NEARLY 36 MILLION RADIO HOMES

Columbia Broadcasting System released early April, findings on U.S.A. radio set ownership by Market Research Co. of America and A. C. Nielsen Co., which show radio equipped homes now total 35,900,000 and radio listening throughout the nation at the all time high of 150,800,000 hours daily. The set-ownership figure is nearly two million above that set by BMB as at January 1, 1946. This means that 93% of all American homes have radios. They also found 34% of homes have more than one radio, 9% have three or more radios.

COMEDIANS CENSORED

American radio comedians Bob Hope, Fred Allen and Red Skelton are incensed at an NBC censorship move which put them off the air, Bob Hope and Skelton were cut off the air on April 23, when they attempted to wisecrack over the Red network after they had been told to delete objectionable material from their program. Allen was cut off for a short time on April 20 when he made a pun against an imaginary NBC vice president. Allen is now trying to get time on another network for next season and his sponsors say they will seek a refund from the network for the 35 seconds denied to Allen.

LEGAL RULING ON LIBEL

The New York Court of Appeals has held that defamatory remarks read over the air from scripts are libel and not slander. The ruling arose out of a two years' old writ issued by former Columbia University Professor G. W. Hartman against famous radio commentator Walter Winchell. The case will now go to the Supreme Court.

BMB NOW FULLY ENDORSED

With the addition of the American Advertising Agencies Association stamp of approval of Broadcast Measurement Bureau on April 17 the industry inspired fact-finding outfit (BMB) has tidied up its status. Last NAB convention endorsed BMB after surveying the first year's operations, and the American National Advertisers group gave the show its official blessing and participating support at the beginning of April.

MELBOURNE STATION BROADCASTS FULL DAY APPEAL FOR DEAF AND DUMB CHILDREN'S KINDERGARTEN

To raise funds for Victoria's first kindergarten for deaf and dumb children, Melbourne station 3AW devoted the whole of its transmission time on Sunday, May 11, in broadcasting appeals for funds to assist in the building of the kindergarten.

Due to the co-operation of all sponsors no regular programs were broadcast but the ensuing periods were credited to advertisers and a non-stop series of broadcasts of radio celebrities took place. Special interludes included messages from Marjorie Lawrence in U.S.A., stars from the J. C. Williamson shows, the Tivoli, Macquarie Network stars, Dr. Mac, Terry Howard, Mrs. 'Obbs, Quiz Kids, George Foster, Star Pupils and the four Macquarie Academy award winners, Peter Finch, Catherine Duncan, John Nugent Hayward and Lyndall Barbour. There was a special presentation of the Shell Show stars and by the Polish pianiste Henryk Mierowski.

Bob O'Brien, 3AW radio roundsman, presented a Mother's day edition of his newsreel. At 10 a.m. a direct broadcast from a classroom at the Deaf and Dumb Institution took place demonstrating how the deaf are taught to speak. The junior 3AW performers took over for their session from 5 to 6 p.m. Another feature which was offered to listeners was the greetings broadcast to Mothers, the fee being a donation to the appeal.

These greetings were punctuated at intervals by the ringing of an alarm clock and the lucky person being called at that moment received one of the 150 prizes donated by firms backing the appeal.

RADIO APPEAL FOR HOSPITALS

In an appeal for funds for the new district hospital at Numurkah over 3SR Shepparton, Vic., on April 27, from 3 p.m. to 5 p.m., the amount of £1100 was raised. In support of the appeal, a band recital was held in the Numurkah show ground where bands from the Goulburn Valley and North Eastern districts performed.

ODD THOUGHT ON AN AD.

Write unto the reader that which you would have written unto you if you were the reader.

U.S. GOVT. OFFICIAL TALKS TO BREIF CLUB ON INTERNATIONAL BROADCASTING

Guest speaker at the May luncheon of the BREIF Club of Sydney held at the Wentworth Hotel on Monday, May 5, was Mr. Robert Burlingame, Chief Public Affairs Officer of the American Embassy. Mr. Burlingame entertained one of the largest BREIF Club luncheon gatherings for some time with an interesting and informative address on the subject of international broadcasting, in which he outlined the difficulties faced by the U.S. in that field and their development of overseas shortwave programs during the war.

He said that with the U.S. broadcasting system built purely on a commercial basis, the implementation of world-wide shortwave programs had been particularly difficult because there were no facilities for the Government to take a hand and no incentive for commercial interests to develop the field. Before the war there was one notable exception in the Crosley-owned shortwave station, WLW, which was designed to sell the Crosley idea to Latin America, but the U.S. activities before the war were a mere drop in the bucket compared with those of the BBC or even of the German machine under which the Nazis operated a total of 68 overseas shortwave services, or of Japan with about 45 services on the air prior to Pearl Harbour.

U.S. Government entry into the field of international broadcasting began in 1940 with the establishment of the Office of Co-ordination of Information which was later absorbed within the structure of the Office of War Information. Through this agency, the U.S. Government had built up, by the end of the war, a total of 38 shortwave broadcast transmitters scattered over a wide area in the U.S.A., Algiers and in the Pacific Islands. He commented that Russia broadcasts shortwave programs in 100 different languages, but that 70 of these languages were those spoken within the borders of the U.S.S.R. Mr. Burlingame told of the establishment of the "Voice of America" program broadcasting 60 minutes daily direct to Russia, and said that a total of 100,000 letters received commenting on this broadcast was judged to be of some importance in relation to the fact that there was a total of only 1½ million receivers in Russia, many of them

not capable of receiving shortwave broadcasts.

New BREIF Club president, Mr. O. F. Mingay, introduced the new officers of the Club who had been elected at a board of management meeting on April 10. Members were reminded that the new BREIF Club Golf Day is to be held on May 20 at the N.S.W. Golf Club, and the BREIF Ball on Sept. 2.

There were a number of interstate and overseas visitors present, including Messrs. R. Marsden, of Marconi Company, England; H. McMurran, of Ringwell Products, Melbourne; J. Woollard, of Adelaide; H. R. Howard, of Wyper Howard Ltd., Perth; Jasper Coote, general manager of Nilcom Sales, Melbourne; N. White, SEC, Melbourne and K. McDougal, also of Melbourne. Among the local visitors were Messrs. V. M. Brooker, of AWA; D. Gibson, of L. V. Bartlett; Wal. Nissen of Palings; Ted Rae, of Carnegie's; Frank Gavey, Goldsbrough Mort; John Appleton, Samuel Biber; Len Nicholas, of Armco; and H. Howard, of Breville.

AWA STAFF BALL

AWA's annual staff ball filled the Sydney Trocadero on May 8 with over 1,000 happy merry-makers.

At the official table Mr. and Mrs. L. A. Hooke entertained Mr. and Mrs. Hartigan, Mr. and Mrs. Roy Hendy, Mr. and Mrs. J. J. Malone, Mr. and Mrs. J. I. Carroll, Mr. and Mrs. J. E. S. Stevens, Mr. and Mrs. C. W. Goodman, Mr. and Mrs. Murray Jones, Mr. and Mrs. E. A. Horner, Mr. and Mrs. D. McVey, Dr. and Mrs. Spark, Mr. and Mrs. W. V. McCall, Mr. and Mrs. R. B. Davies, Mr. and Mrs. Charles Moses, Mr. J. T. Moore, Mr. and Mrs. Dearman and Miss Dearman, Mr. and Mrs. K. F. Fiddin, Mr. and Mrs. L. F. Burgess, Mr. and Mrs. A. S. McDonald, Mr. and Mrs. P. J. Gordon, Mr. and Mrs. J. F. Wilson, Mr. E. Abbott and Miss Abbott, Mr. and Mrs. A. V. Smith, Mr. and Mrs. J. Ruthven, Mr. and Mrs. E. L. Brisbin, Dr. Anderson, Mr. and Mrs. D. E. Williams, Mr. A. Winkworth, Miss M. Malone.

At the Broadcasting Department table, presided over by Mr. V. M. Brooker and Mrs. Brooker, the company entertained 104 guests.

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PROGRAM SERVICE DEFICITS

In the first place, we agree with the opinion of our predecessors, expressed in the Standing Committee's 3rd Report, and now concurred in by the Treasury, that the Commission should not sell any of its war loan securities to finance its deficits.

With regard to the estimated deficit of £75,000 for the current year, documents supplied to us by the Commission, at our request, show that this figure was arrived at on a basis which took account of an estimate, computed in October 1946, as to the probable revenue that would be received for the year from listeners' licence fees at the statutory 11/- rate, plus a grant to bring that rate to 12/-, plus an additional grant of £100,000, making a total of £988,000 from those sources.

But Post Office estimates supplied to us, as at February 1947, show that the estimated allocations to the A.B.C. from those sources would be £1,019,000, that is, £31,000 more than the Commission expected to receive, which would mean that the Commission's estimated deficit of £75,000 could be reduced to £44,000.

The Commission has revised its figures, but differs from the Post Office opinion as to the probable receipts from licence fees for the year, and, furthermore, finds that certain additional expenditure will be involved in commitments since its estimated requirements for the year were previously narrated to us. The estimated deficiency for which provision is now proposed by the Commission is £70,000.

Giving the Commission, for the time being, the benefit of the doubt as to likely receipts from licence fees, and at the same time providing for the possibility that the Post Office estimate may be found to be more accurate when the accounts for the year have been closed, we recommend that so much of the estimated deficiency of £70,000 as is actually experienced by the end of the year (30th June, 1947) be financed from the Consolidated Revenue, making the total estimated allocations from public funds to the A.B.C. for the current year approximately £1,073,000, comprising:—

	£
(a) Share of licence fees as estimated by the Commission at the statutory 11/- rate	830,000
(b) Grant of additional 1/- per licence to make the rate 12/-, as recommended in the Standing Committee's 3rd Report	73,000
(c) Additional grant as the result of consideration of the Standing Committee's 13th Report	100,000
(d) Additional grant now recommended to meet the estimated deficit, not exceeding	70,000
	£1,073,000

With regard to future years, we recommend that the A.B.C. should estimate its requirements for three-yearly periods, commencing with 1947/48 to 1949/50, and that

before a decision is reached on the amount to be provided from Consolidated Revenue to supplement the estimated receipts from the Commission's share of the licence fee, there should be an independent report by a senior official of the Treasury or the Auditor General's Department, so that Parliament may be satisfied that there is adequate provision in the Commission's accounting system for regular periodical review by the Commission of each section of its activities, to enable it to determine whether expenditure is being advisedly incurred and whether the rate of its expenditure is such that the total authorised expenditure for the three-year period will not be exceeded; as it should be understood that once that total has been fixed there should be no further requests for additional funds during the three-year period, and that the Commission should so arrange its plans, by means of the regular periodical revisions, that necessary adjustments will be made to ensure that the expenditure will be kept within the limit which Parliament authorises.

We suggest that the requirements of the three-year periods should incorporate a contingency fund to meet unforeseen needs, such as variations in award rates, etc., but such fund should be specifically reserved for those needs only.

Our suggestion that this independent report on the A.B.C. accounting system should be obtained is not intended as a reflection on the attention which the Commission has hitherto paid to the checking of its expenditure. We are aware that the Commission has qualified accountants in its service, and it may well be that the methods already followed are adequate; nevertheless, in view of the substantial amounts of total expenditure involved, it would be to the advantage of the Commission, as well as satisfactory to the Parliament, to know that the adequacy of its methods has been confirmed by an independent expert.

TECHNICAL SERVICE DEFICITS

The trend of Post Office evidence is to the effect that the deficits shown in the accounts of the technical services are "book losses" under the departmental accounting system and would not directly affect the amount which would be allocated in the annual estimates of expenditure on technical services for the national broadcasting system, this being due to the fact that under the Treasury accounting system the financial requirements for such services would be included in the budget submitted to Parliament for all services administered by the Post Office.

It should not be overlooked, however, that Parliament, in determining the funds to be made available for the national system, could be influenced by the amount of the technical service deficits shown in the Post Office profit and loss account; and it is conceivable that the Post Office might not receive from Parliament the whole of the funds it sought to meet the technical requirements. In that event expansion of the technical side of the national service

would have to be retarded by the Post Office.

It is not unnatural that the A.B.C. should be concerned at the extent of the deficits on the technical side, as it feels that the greater those deficits the less the likelihood of additional funds being allocated for the program side to the extent it desires.

In all good faith, therefore, the Commission has drawn attention to one of the items which contribute to the technical service deficits, namely, the amount debited in the Post Office technical service account for the A.B.C.'s use of interstate landlines. The charges so debited are at the same rate as is paid by ordinary subscribers for trunk line calls, and the Commission believes that the technical service deficits would be reduced by about £100,000 per annum if the charges were debited at the same rate as the Post Office charges newspapers for the permanent use of interstate lines.

The Post Office reply is to the effect that some newspapers lease telegraph channels, but these are of a different character from those required for broadcasting, in that they are unsuitable for the transmission of speech or music. Some newspapers use trunk lines for pre-arranged periods, but in these cases the rates charged are identical with those applied to all other users without discrimination. Permanent channels could not be made available to the A.B.C. in all cases at present.

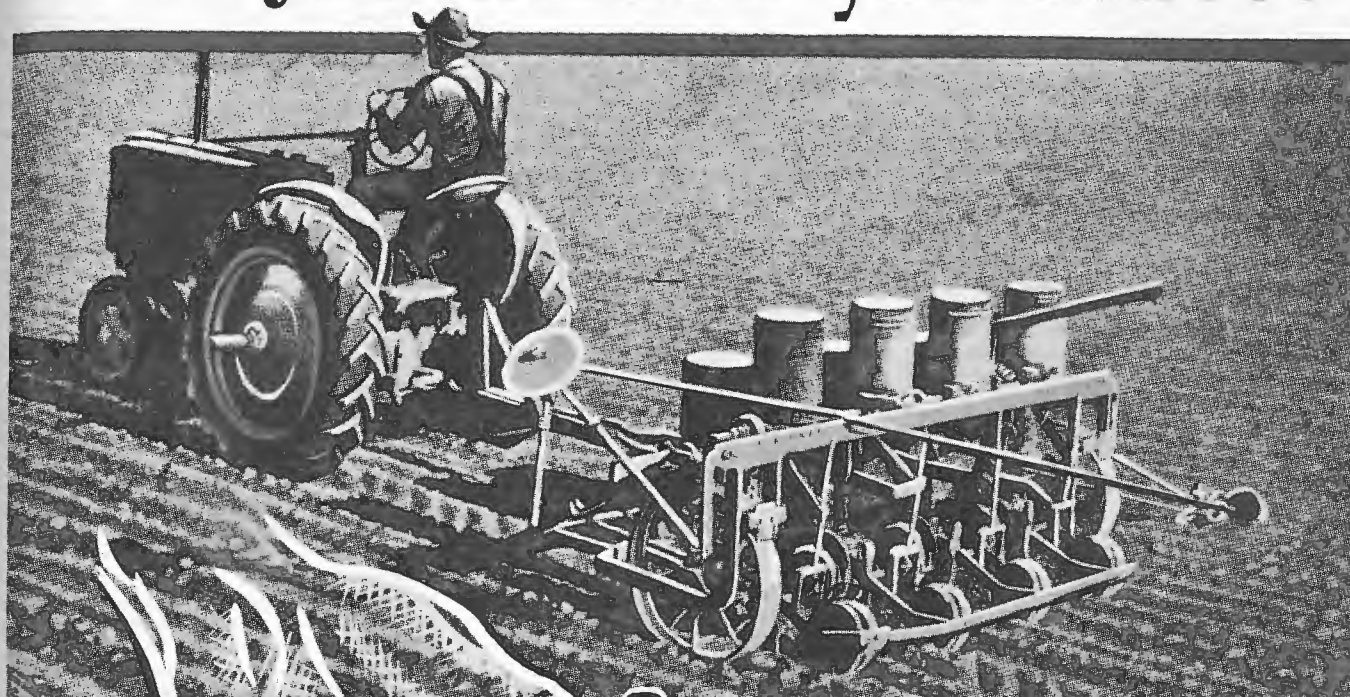
There is a doubt whether the Commission's interests would be better served if suitable interstate channels were allocated for its use permanently, as the present procedure appears to provide for maximum flexibility, in the relaying of programs, since the Commission has a pool of trunk lines at its disposal. In any case, it is not practicable for the Post Office, without further study of the question, to form an estimate of the annual charges which would be debited to the technical side of the national service if permanent channels were allocated for the Commission's use in addition to the indispensable necessity to provide associated facilities for reversals of direction of service and network alterations. We suggest that a conference between representatives of the Post Office and the Commission on these aspects might prove mutually advantageous.

A further consideration which has arisen in relation to the debits for landline charges is the fact that the Post Office has been making substantial profits from the Telephone Branch—£2,381,000 in 1942/43, £3,033,000 in 1943/44 and £3,291,000 in 1944/45 (the last year for which published results are available).

It could be said that the national broadcasting service has contributed to those profits, by reason of the fact that the debits in the technical service account for landlines used in that service are credited to the Telephone Branch, and that if such debits were at cost only, the deficits in the technical operation of the national broadcasting system would be correspondingly reduced.

To pursue that aspect, however, would involve consideration of the whole field of Post Office charges, not only in respect of the national broadcasting service, but all Government Departments and other publicly owned instrumentalities, which pay

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The Queensland Network

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

postage, telephone and telegraph charges at the same rates as other users and in that way contribute to the profits shown in the Post Office accounts, even though they are all financed from public funds.

The Post Office has pointed out that the high profits shown in its accounts in recent years have been largely due to war conditions, because normal expenditure which would have affected those profits was very considerably curtailed. With the heavy rehabilitation program ahead, the financial aspect is likely to undergo a marked change in future years so far as the departmental profit and loss accounts are concerned.

Having regard to our conclusion that the program side should be financed by grants from the Consolidated Revenue to supplement the Commission's share of the licence fees, to an extent to be determined on the three-yearly basis suggested; and bearing in mind that efficient maintenance and reasonable expansion of the technical side are essential to the proper development of the national service; we recommend that the additional amount to be allocated to the A.B.C. should not unfavourably influence Parliament in authorising sufficient funds to permit of expansion of the technical services at the rate of progress which the Commonwealth's responsible advisers deem justified.

CONTROL OF TECHNICAL SERVICES

Notwithstanding the conclusion of the Joint Parliamentary Committee on Broadcasting in 1942, that it would be inadvisable to transfer the control of the technical services of the national system from the Post Office to the A.B.C., the Commission still strongly advocates the transfer, but the Post Office is just as strongly opposed to it. We feel that more minute investigation of this question is necessary than has been possible in connection with the present enquiry, and we suggest that the necessary terms of reference be issued to enable us to examine the matter thoroughly at a later date in joint collaboration with the two authorities.

NEWS SERVICES

We conclude with a reference to the financial aspect of the independent news service, which has been the most severely criticised item in the Commission's budget. The position is that under the draft agreements for services from the newspapers, as had been proposed by the Commission, the annual cost was estimated by the Commission at £83,000. The Commission's estimate of the annual cost of the independent service to be established in accordance with the amended Broadcasting Act, is £155,000—a difference of £72,000, which is equivalent to an average additional contribution per taxpayer of about one half-penny per month for a service in respect of which, and in relation to evidence from the Australian Journalists' Association to the previous Committee, it could not be said that the Commission's employees are instructed or expected to report happenings in a manner favourable to one or other of the recognised

political parties pledged to achieve their aims by constitutional means.

Reservation by Senator Hayes

Before the amount of the grant for the second three-year period (1950/51—1952/53) is decided upon, it would probably be advantageous to afford the Standing Committee an opportunity to re-examine the whole situation on behalf of Parliament in the light of conditions then prevailing. To that end I suggest that the matter be referred to the Committee at an appropriate time during 1949/50.

Reservations by Mr. Spender

Whilst I agree that the present estimated annual deficit should be met from Consolidated Revenue, and with the proposal for three-yearly periods, I do not commit myself to the proposition that all future deficits should be so met. The amount which is involved in the present estimated annual deficit (£70,000) does not seem to me sufficient to warrant an increase in the licence fee at the moment, although that possibility must be envisaged as a means of finance if necessary demands of the A.B.C. in the future exceed the funds made available to it.

I desire to make it clear that I think that the principal basis for financing the A.B.C. should come from licence fees. Although other portions of the population, apart from the licensees, may and do receive benefits from the broadcasting system, nevertheless the chief benefits are received by those who possess listening sets.

I agree generally that a grant from the Consolidated Revenue is the best course to meet the present difficulties of the A.B.C. As above indicated, however, I am not prepared to commit myself to the proposition that all deficits in the future, no matter what proportion they may bear to the licence fee revenue, should be so financed. Other methods, apart from any increase in the licence fee, may need to be considered, such as, adjustment of the allocation of the fee between the A.B.C. and the Post Office, and the removal of excise and sales tax from valves and receivers compensated by an increase in the listener's fee along the lines of the evidence tendered on behalf of the radio manufacturers.

CO-ORDINATION OF PROGRAMS

Whilst I am of opinion that co-ordination of the commercial stations' programs is desirable to achieve the objectives set out in paragraph 49, I am of the opinion that it is not necessary, certainly at this stage, to create any more governmental authorities in the field of broadcasting than presently exist. Consequently, I believe an opportunity should be given to the commercial stations, having regard to the objectives which the Committee has in mind, to establish and police their own system of co-ordination. If such a voluntary scheme proved unsuccessful, then, and then only, would it be necessary, in my opinion, to consider the necessity for any other scheme of co-ordination. The efficacy of any such voluntary co-ordination could be reviewed

periodically, say, from year to year.

Even assuming that some method of co-ordination other than a voluntarily organised one within the broadcasting industry were considered necessary, I dissent from the view expressed by the Secretary to the Treasury that it would be difficult to co-ordinate the national and commercial stations and that perhaps the only solution of the problem is nationalisation. I think that the system in operation in the United States of America under the auspices of the F.C.C. directly contradicts that view. It is true that in the United States there is no national broadcasting system. But it is not a co-ordination of the A.B.C., with the commercial stations on which the emphasis should be laid; it is rather upon the co-ordination within the ranks of the commercial broadcasting stations of their programs to achieve the objectives set forth. This, it seems to me, may be achieved along lines similar to the scheme in operation in the United States. It is loose thinking to believe, as set out in paragraph 54, that any such move to co-ordinate would probably lead to, if not involve, nationalisation. I desire to make it quite plain that I am opposed to nationalisation in any event, and am convinced that the objectives which the Committee has in mind may be achieved along the lines I have indicated, with proper safeguards to the commercial stations, without any suggestion of nationalisation.

Any plan of co-ordination, other than a voluntary one within the industry, should not, in any event, be under the auspices of the A.B.C., but separate from it.

In further reference to paragraph 54 and the statement therein that nationalisation was advocated in principle by Professor Copland, I have read his observations in his paper "The Change-over to Peace", upon which this statement is based, and I do not think, upon a proper construction of them, that Professor Copland was committing himself in any way to the principle of nationalisation of broadcasting.

With regard to the suggestion in paragraph 54 that the matter should be debated on the floor of the House, it is my opinion that the time is not opportune for that to be done, as data has not been sufficiently collected to permit of effective debate, and such a proposal if proceeded with, would result in nothing more or less than mere ideological discussion in the abstract without any relation to the question whether the public interest is, or is not, likely to be served.

MORE DETAILS OF EXPENDITURE

In my opinion the statutory form in which the Commission's statement of income and expenditure is prepared is of little or no value, because, lumped in one big item, is approximately 70 per cent. of the total expenditure and so affords insufficient information to Parliament on the Commission's operations. It is my view that consideration should be given to an alteration of the form of annual accounts to be furnished under section 42 of the Act, so as to convey more detailed information upon the expenditure of the Commission. Furthermore, I believe it is necessary, not only to sectionalise the accounts of the Commission, but on a proper scientific basis to allocate administrative and overhead charges between the different sections, so that the

operations of each section may be known, at least to the Commission, from time to time. At present sectionalised accounts are kept with overhead allocated, but I am left convinced either that these are kept in the most efficient way, or that the overhead and administrative charges have been apportioned in such a manner as to reflect truly the actual position of each section.

ON NEWS SERVICES

I think that the item news service merits more than the passing comment it receives in paragraph 76. Section 25 of the Broadcasting Act introduced by the amending Act of 1946 reads:

"(1) The Commission shall broadcast daily from all national broadcasting stations regular sessions of news and information relating to current events within the Commonwealth and in other parts of the world.

"(2) The Commission shall employ an adequate staff, both in the Commonwealth and in overseas countries, for the purpose of collecting the news and information to be broadcast in pursuance of this section.

"(3) The Commission may also procure news and information relating to current events in other parts of the world from such overseas news agencies and other overseas sources as it thinks fit."

The result of the Act is, it seems, that the Commission is obliged to employ an adequate staff, not only in the Commonwealth but in "overseas countries," for the purpose of collecting news and information which under sub-section (1) of section 25 the Commission is obliged to broadcast. The provisions of sub-section (3) would appear to condition sub-section (2) to the extent that in respect of Australian news an independent news service" is contemplated, whilst in respect of overseas news, sub-section (3) waters down any such obligation.

Section 25 of the Act, it would seem, goes much further than was recommended by the majority of the Committee in its 14th Report. Although that report recommended that the Commission should procure its overseas news, it did not stipulate in its recommendation that such news should be procured direct from the sources of news, but direct, through its staff abroad, from such overseas agencies as the Commission deemed fit.

When section 25 was being debated in the House, a great deal of misapprehension appeared to exist as to the exact intention of the Government. It was commonly thought that the Commission was to establish an entirely independent news service, both domestic and overseas. In the result, this certainly has not been achieved. Overseas the news is collected from recognised news agencies used by newspapers, e.g., Reuters, British United Press, Exchange Telegraph and Associated Press of America. The only degree of independence that I can discern is that the Commission's staff in London (the only place where they have presently been established) select from the news agencies mentioned the items to be transmitted to Australia.

Inside Australia the Commission intends to appoint twenty full-time journalists in Sydney, sixteen in Melbourne and nine in each of the other States. Its country news will be covered by means of retainers to people mostly, if not entirely, employed on

Analysis of News Service Costs

country newspapers, and through the medium of other people who will be paid upon a per item basis.

This so-called independent service established under the Act, has resulted in an expenditure of money much in excess of that originally contemplated and approximately equivalent to the total ABC annual deficit which the Committee has been dealing with.

This news service, the obligation to create which was laid upon the Commission by section 25 above referred to, was, in my opinion, established as a matter of Government policy without any reasonably accurate knowledge on either the Government's or the Commission's part of the approximate expenditure which would be involved.

Although the Commission's estimate of the annual cost of the independent service to be established in accordance with the Act is £155,000 a year, I feel satisfied it will be found that this sum will prove inadequate. The way in which different estimates from time to time were prepared inside the Commission's organisation as to what the approximate cost would be, invites criticism of those responsible, and it leaves me quite unsatisfied that when the Commission has fully carried out its obligations under section 25 it will be able to keep within the present estimate which has been made.

It should be understood that these observations are not directed to the wisdom or otherwise of the decision of the Government to establish an ABC news service; which is a matter upon which there is more to be said than has yet appeared.

Further in relation to paragraph 76, it seems to me that to seek to justify an increase in expenditure from £83,000 by nearly 100 per cent. to £155,000 by working out how much it averages per taxpayer per month is quite wrong in approach. Most items of public expenditure, if separated and dealt with in such a manner, could be similarly justified, if "justified" is the word. It is the total increased expenditure involved in a number of items which can have the most serious effect upon public accounts generally.

I understand that the reference in paragraph 76 to the Australian Journalists' Association involves the proposition that members of that Association are obliged, in their reporting, to supply news according to the policy of the newspapers employing them. If this is so, all that need be said is that if any policy of presenting political news is capable of discernment in most of the newspapers with which I am acquainted, I have seen no evidence that any real limitation is placed on journalists employed by the newspapers in giving their own "slant" to news items.

Reservations by Mr. Hutchinson

In respect of the program side of the national service, the Commission has asked that its income for the next two or three years, commencing with 1947/48, should be increased (over and above its share of licence fee revenue at the 12/- rate) by £223,000 to meet minimum requirements, or

by £373,000 to meet the developmental requirements it contemplates, which latter sum, under the Commission's estimate of receipts from fees, would involve the allocation of an extra 5/- per licence, making its total allocation 17/- per licence as compared with the present statutory rate of 11/-.

On the technical side, the Post Office accounts show that if the Commission continued to receive an allocation at the 12/- rate, the estimated deficit in the technical service account (which was £143,000 in 1945/46) will be £289,000 for 1946/47 (which allows for the special grant of £100,000 to the ABC this year), £220,000 for 1947/48, £269,000 for 1948/49 and £312,000 for 1949/50.

Therefore, commencing with 1947/48, at the 12/- rate of allocation to the ABC, the combined deficits of the program and technical services are estimated to involve, for that year, £593,000 (£373,000 plus £220,000), due partly to rising costs in industry generally, partly to contemplated expansion and development of the national system both on the program and technical sides, and partly to the additional cost of the news services and other items.

In determining the justification, or otherwise, of these estimated deficits and the manner in which they should be financed, it is desirable in the first place to consider whether economies are practicable. In this regard, items which arrest attention are the independent news service, the ABC Weekly, and savings which might be possible by a change in control of studio operations, which, under the present system, appear to result in some duplication of personnel which the Committee hopes to have an opportunity of thoroughly investigating later.

In regard to the news service, the evidence of the general manager of the ABC shows that within the Commission's organisation various estimates had been made from time to time as to the additional cost involved in an independent service, ranging from £10,000 to £25,000 for an Australian service, but no proper estimate was given by the Commission either to the Standing Committee or to Parliament, except that the Commission's Director of News and one of the Commissioners told the Committee they believed that the cost of an independent Australian and overseas service would be approximately the same as the Commission's estimate of £83,000 under draft agreements with the newspapers which were then under consideration. That estimate had been given by the Director of News on the assumption that existing arrangements as regards country news would be continued, but it transpired that this was not legally practicable under the amended Act, and the estimate now submitted by the Commission, covering both overseas and Australian news, is £155,000, including £5,000 for contingencies. In my opinion, however, a higher sum than that will eventually be involved.

In this so-called independent service the Commission intends to use overseas agen-

(Continued next page)

Divergent Views in PSCB

(continued from page 31)

cies (Reuters, Associated Press of America and others), whilst in Australia the country news is to be collected by the use mainly of journalists attached to provincial papers. The overseas news will therefore come from much the same sources as those used by the newspapers, the only difference being that the selectors of the news will belong to the Commission's staff. Hence the news broadcast in the national system will depend upon the persons selecting it, and I can see little or no advantage in a change under which journalists employed by the Commission will make the selection instead of journalists employed by Australian Associated Press. In actual fact, the proposed service does not seem to me to be independent at all, in the true meaning of the word.

So far as Australian news is concerned, the position is that, under the draft agreements with the newspapers, the Commission was to have its own selectors in the newspaper offices to choose the news from the newspaper journalists' reports before they were edited for newspaper publication. The only advantage of the service to be established under the amended Act is that it would remove ground for the complaint by the Australian Journalists' Association as to newspaper journalists selecting news and preparing their reports to conform with the policies of the newspapers, and the Commission would be able to take disciplinary action in respect of any of its journalists who might be found to be colouring or suppressing news according to their own personal political predilections. In my opinion, however, these advantages are not commensurate with the annual additional expenditure of £72,000 which will be involved in striving to secure them. That cost would have covered the estimated deficit of £70,000 on the program side for the current year, and will probably be exceeded as the service develops.

The loss, or net cost, of the ABC Weekly, now in its 8th year of publication, was originally at the rate of £30,000 per annum. In subsequent years the net cost was gradually reduced. It amounted to about £8,000 in 1943/44, £9,000 in 1944/45 and £13,700 in 1945/46. The accumulated net cost since publication began in December 1939 is £150,000.

In its First Report, made in February 1943, the Standing Committee expressed the view that it is misleading to refer to the cost of the journal as a "loss," and that it would be more appropriate to describe the expenditure involved as a cost of rendering a service, in the same way as the expenditure associated with entertainment in the form of a play or a symphony concert produced by the Commission is the cost of providing the entertainment. Whilst there is much to be said for that view, I think that better results would be experienced if the journal were more attractively produced, and if it were more comprehensive and national in scope in respect of programs, national and commercial. Under an appropriately altered title it could be made the medium of complete information, not only on radio programs and personalities, but also on radio activities generally. In

this way there is a possibility, in my opinion, that the Commission could convert the net cost into a profit.

I am far from satisfied that the Post Office has been as active as it could have been in the past in the detection of unlicensed listeners, the number of whom I believe to be very substantial. With the intensive surveillance now proposed by the Department, the revenue from fees should be augmented by many thousands of pounds which should rightly accrue to public funds and so assist in reducing deficits in the national system.

I am firmly of the opinion that revenue for the ABC should come from the licence fees charged listeners, and I believe that any alteration from this system will ultimately, if not now, be recognised by the public, the Commission and particularly the Government, to be unwise.

As was stated in the last policy statement on the BBC, "the licensing system has the merits of simplicity, fairness and ease in administration and the financial arrangement based upon it directly relates the expenditure on the broadcasting services to the amount collected from listeners." In other words, there is a direct financial relationship between the listening public and the national system.

I strongly agree with the Chairman of the ABC when he said in the considered statement presented on behalf of the Commission "that it was no desirable for major policy reasons for a service which, above all things, was expected to be non-partisan in character, politically as well as in other respects, to be subjected as to its finances to the annual budgeting of the Government of the day, on whose goodwill the adequacy or otherwise of the grant from consolidated revenue might easily depend."

It is true that the majority conclusion of the Committee is that any such grant from the Government should be on a three year basis, and that the Chairman of the ABC, in answer to a question, had no objection to this. But the principle of Government subvention remains.

Anything that would lead to suspicion on the part of any political party or any section of the public that pressure of any kind could be exerted on the national broadcasting system, because of reliance on the Government of the day for necessary funds, should be avoided, and the principle behind the BBC and in fact accepted in most British countries, of complete separation of broadcasting revenue from consolidated funds should be accepted as vital.

It is true that more people besides licensed listeners listen to programs, but it is more true to state that those people who own radio sets, and who have the right at all times to choose and listen to two "A" class programs as well as a number of commercial stations, are the real recipients of the service. The generosity of hotelkeepers and bookmakers, who are amongst those most generous with their listening sets, is quite open to question.

It is again true that licensed listeners also make additional contributions to consoli-

dated revenue through the medium of sales tax and excise duties. But if this argument is to hold, it could well be said that the motorist who is generous with his car and who gives an indirect benefit to others because of additional contributions to Government revenue through the medium of sales and other taxes, should have portion of his registration made good by the public.

I do not hold, either, with the contention that because a higher licence fee is charged such would be inconsistent with a general feeling in the community that reductions in taxation are justified, and therefore consolidated revenue should be used. It must be remembered that if additional monies are necessary they must come from the public in some form or other. If consolidated revenue is used, then the ability of the Government to make taxation concessions is reduced. The question is whether the necessary finance should be found in the direct way, and from those who partially benefit, or whether the source of the money should be hidden from the public.

I agree that it is desirable to encourage listening to the radio service, but I believe that such encouragement will come more readily in a young growing community from a system that means an ever-increasing service, provided by an ever-increasing number of listeners, rather than by a reliance on any Government that has always the pressure of national and sectional aims to consider when preparing a budget, and where frequently the party aspect intrudes into the spending of Government revenues. The only exception I would make from this opinion is when it is felt that there is a necessity for some service, or improved service in a remote area, or where some Government intervention is necessary for some high cultural or educational motive. In such cases, the Government should make a special grant for the particular purpose, such grant to be dealt with separately after opinion has been expressed by Parliament.

In my opinion, therefore, the licence fee should be increased by statute to cover both technical and program costs, and the Commission and the Post Office should be required to finance their respective activities within the allocations of the fee apportioned to them, directly in one case and indirectly (through the consolidated revenue) in the other.

With savings on the news service which could be made by repealing the relative amendment of the Act passed last year, with additional enterprise in the production of the ABC Weekly, and with the additional revenue likely to accrue from detection of unlicensed listeners, I think it is probable that the aggregate estimated deficit of £593,000 on the program and technical services could be financed by increasing the fee, by 5/- to 25/- (equivalent to an additional payment per listener of 5d. per month).

CHOICE OF PROGRAMS

I think there is a great deal of confusion on the question of co-ordination and a study of commercial stations' programs would remove a good deal of this. The main complaint seems to lie in the fact that too many stations broadcast the same sporting fixtures on Saturday afternoons. It is true that many do so because of the fact that Saturday afternoons are mainly devoted to sport

and there is a wide listening public for such events. These listeners naturally express by their choice of station a preference for certain commentators.

While many stations do give full prominence to sporting fixtures, their form of presentation varies. However, other stations, because of the fact that sporting is so well catered for, seek to give the listening public alternative musical programs.

Again, it could be said that there is duplication of sessions, such as the children's session, but in this regard the time chosen is the most suitable time. Many of these sessions do, however, give a choice of programs which, although of a similar nature, invite competition and go to make the Australian system the comprehensive system that it is.

It is true to state that the very nature of competition makes for much more co-ordination than is generally recognised. A study of programs will show that, apart from certain forms of light entertainment which have a wide appeal and are broadcast over a large network, competitive stations seek to offer alternative programs as a matter of policy.

Actually, it is this competitive spirit which continually seeks to provide something new and diversified and which makes the Australian dual system the finest broadcasting system in the world. If, however, it is thought that greater co-ordination is necessary, I agree with Mr. Spender when he states that he does not think it is necessary at this stage to create any more governmental authorities in the field of broadcasting than presently exist, and that an opportunity should be given to the commercial stations in the light of the objectives that the Committee has in mind to establish and police their own system of co-ordination to achieve the purpose indicated.

If other action is considered necessary, the power to introduce it already exists. Sections 60 (1) and 60 (2) of the Act literally confer wide power upon the Postmaster-General in regard to the commercial stations' programs, thus:—

"60 (1) The licensee of each commercial broadcasting station shall provide programs and shall supervise the broadcasting of programs from his station, in such manner as to ensure, as far as practicable, that the programs broadcast are to the satisfaction of the Minister.

"60 (2) If the programs broadcast from a commercial station are not, in whole or in part, to the satisfaction of the Minister the licensee shall, if directed so to do by the Minister, vary the programs with a view to making them satisfactory to the Minister."

The Minister, therefore, with the assistance and advice of the six State Advisory Committees appointed by him under Section 87 of the Broadcasting Act, has the necessary powers, which I understand closely approximate those of the Federal Communications Commission of the United States of America.

However, any action taken under these powers that would infringe the rights of management would need to be taken with great care and only after full consideration of all aspects of the case in question.

I concur in Mr. Spender's observations on the nationalisation question and on the

need for more detailed information on ABC's expenditures.

Addendum: Regarding the evidence tendered on behalf of radio manufacturers, I suggest that the Government should arrange for the proper authorities (the Customs Department, the Prices Commission and the Treasury) to consider and advise whether remedial action is possible now and later, when price controls are withdrawn, in respect of the manner in which excise costs are multiplied in the process of passing them on to the public, with resultant hampering of radio development. This aspect was referred to in the Standing Committee's 12th Report (paragraphs 39 to 45).

Reservations by Mr. Falkinder

I concur in Senator Hays' reservation, and in Mr. Hutchinson's comments on the news service. In other respects I am in agreement with Mr. Spender's reservations.

AGENCIES

Mr. Frank Goldberg, governing director of the Goldberg Agency, was given a staff farewell on the eve of his departure (May 3) to New Zealand for a few weeks. Mr. Goldberg already holds the blue ribbon plus, for Tasman crossings, having completed 106 separate trips.

The R.U.R. account has recently been transferred to the Goldberg Agency. R.U.R. is the sponsor for the General Sports Review on 2UW each Friday evening, at 6.15.

Mr. V. T. Frawley of Noble-Bartlett Advertising Agency has been promoted manager of their radio department. Mr. Frawley has had a varied career in newspaper and radio work, and succeeded Mr. Vic Laxon, who resigned to start on his own as Laxon Radio Productions, Brisbane.

A newcomer to the staff of Gordon & Gotch Brisbane office is Miss Aileen Woods, who is assisting Mr. R. Conquest, manager of the radio department.

Mr. Eric Edmonds, managing director, Edmonds Advertising, has returned to business after a sojourn in hospital. Eric's operation was completely successful and he is now regaining his normal good health.

The Melbourne office of Warwick Advtg. Pty. Ltd. moved to new premises at 533 Collins Street, Melbourne, on April 28. Their present telephone number, MU8635, is retained.

The John Clemenger agency in Melbourne moved to new premises on April 21 and is now on 2nd floor, 473 Bourke Street, with telephone number MU9611.

Bayne MacKay Advertising, of 405 Collins Street, Melbourne, advise that their telephone No. is now MB1111.

The death occurred on April 30 of Mr. George D. Blanks, a director of the Chas. E. Blanks Advertising Co. of Sydney. Mr. Blanks had been in ill-health for the last eight months. He had been associated with advertising for over 30 years, taking a keen interest in the theatre.

John Humphrey, AAAA secretary, has been receiving whole lots of congratulations in recent weeks because his wife presented him with a baby daughter—the third in Johns lusty family. But baby Julia did not keep up the family tradition. Both elder daughters, Susan 7 and Louise 2, have the same birthdays—November 13.

United Service Publicity are gradually settling in to their new premises in 409 Collins Street and something special is planned in the near future by way of a "House Warming."

Doreen Riley, who recently severed her connection with 3TR Sale, V., has joined the staff of Paton Advertising Service Pty. Ltd.

£200 CHEQUE IN "STUMP THE EXPERTS"



At the 14th broadcast of "Stump the Experts" on 2CH last week, Mr. Frank McDowell, managing director of McDowells Ltd., sponsors of the program, is here shown presenting a cheque for £200 to a listener judged to have submitted the most interesting "stumper" to this program in three months.

"Stump the Experts", in which listeners' questions are put to a Board of Experts in the studio, has aroused considerable interest during its presentation by McDowells and the prize of £200 was the main award offered during the first three months of McDowells' sponsorship.

COUSENS LED COMRADES IN ANZAC MARCH

When ex-members of the 2/19th Battalion mustered in Sydney prior to the Anzac Day March, it was found that the CO was absent, but among those present was Mr. Charles H. Cousens, who, as a major, had been second in command of the unit in Malaya; and he was unanimously chosen as march-leader of the battalion.

After the ceremony, Mr. Cousens, who was deprived of his commission by order of the Army Board, expressed pleasure at his unit's action in demonstrating their confidence and faith in him.

COUNTRY STATION AIDS FOOD FOR BRITAIN APPEAL

An appeal for Food for Britain was broadcast through 3YB Warrnambool Vic., on Thursday, April 24, during the evening program and £350 was raised from 146 telephone subscribers. Local programs were cleared from 7.30 to 10 p.m., in order to conduct the Appeal.

INCORPORATION OF A PROPRIETARY COMPANY

K. M. CAMPBELL PTY. LTD., advertising agent, etc. Promoter: H. N. Evans, 397 Lt. Collins St., Melb., acct. Directors: Keith Meldrum Campbell and Mrs. Mary Ellen Campbell, E. St. Kilda. Capital: £10,000 in £1 shares. Regd. office: 125 William St., Melb. To acquire business of K. M. Campbell. Purchase consideration, £5,000, payable in cash shares and/or debentures. Dated and lodged April 3. Date for registration, May 6.

Mr. Arthur Luce has been appointed general sales manager of Jantzen (Australia) Ltd. For the past 16 years, Mr. Luce has been associated with Holeproof Ltd. and for a number of years was general manager of that organisation.

Honorary Minister in the W.A. Parliament, Mrs. Cardell Oliver is at present in the Eastern States investigating delays in the supply and transport of West Australia's requirements.

Mr. F. C. Kingston, a director of W.A. Broadcasters Ltd. and managing director of Musgroves Ltd., left by the Orion on a business trip to England and America. He was accompanied by Mrs. Kingston. Managing director of Micheldes Ltd., Mr. P. Michelides, was also a passenger on the Orion bound for London and the Continent.

If Australian Association of National Advertisers secretary, Roy Stanley, had a far-away look in his eye last week there was a really good reason. Roy's mind was carried back over 20 years and to a place thousands of miles from Sydney. He had a dinner date with two old pals of the China Coast whom he had not seen for 26 years. One was Mr. Frank Fisher, formerly of the British American Tobacco Co., now retired, and whom Roy Stanley relieved at Chang Chow in 1921. He was passing through Sydney on his way home to England. The other was Mr. S. H. Langston, indent agent of Hong Kong, who is visiting Australia and New Zealand on business.

Mr. Clive Ogilvy, managing director of 2CA and director of Macquarie Broadcasting Services, has returned to Canberra after an extensive tour of the south embracing Hobart and Launceston in Tasmania, Melbourne, Ballarat and Geelong in Victoria and Adelaide in S. Aust. Canberra's a bit quiet after all that.

Mr. Rupert Fitts, general manager of the VBN, and Mr. Nevil Dixon, sales manager, accompanied by Mr. Tom Carruthers of J. Walter Thompson Aust. Pty. Ltd., Sydney, visited the studios of 3HA Hamilton, V., recently. Mr. Fitts made the journey to Hamilton by car immediately upon his return from Federation meetings in Sydney.

Mr. W. A. Wiseman, engineer to White Manufacturing Co., makers of Adelyn Frocks, 45 Flinders Lane, left recently for England and the Continent by air. He will investigate the latest developments in machinery used for the manufacture of women's frocks.

When the Protex show, "Leave Pass," visited Newcastle recently, the Newcastle branch of the Air Force Association formed the show's contestants. Just as they were to take the air it was found there was one contestant short, so 2HD manager Jim Story, ex-RAAF, filled the breach. Jim managed to last long enough to win 5/- and a cake of Protex. The 5/- was spent on sweets for the office staff and the soap will be kept for use on Jim's 30 ft. ketch previously known as "Cordelia" but now renamed "Leave Pass."

Mr. A. L. Bell has been appointed manager and Mr. E. Meldrum secretary of Kandos Cement Ltd. Mr. F. P. Kneeshaw retains the position of general manager.

Mr. R. J. D. McCallum has resigned from the board of Stack & Co. Pty. Ltd.

Mr. Reg Lane, general manager of 2GB and Macquarie Network, was recently in Brisbane on a business trip—and travelled as far north as Bundaberg, to visit 4BU.

Mr. Leo P. Keating, chairman of directors of Pacific Chenille Craft Co., arrived in Melbourne recently by plane from the U.S.A. accompanied by Mr. E. A. Hopkinson, one of the founders of the company.

Mr. Alec Marshall announced last week that Mr. John A. Fry, M.Sc., had joined The Recording Centre Pty., Ltd., as a director and consultant. Mr. Fry served with the C.S.I.R. for six years during the war and is also a lecturer of Diploma Radio Engineering at the Sydney Technical College.

In the all out drive by the radio industry for money for the British Flood Relief Appeal, Harry Yates who conducts the "Diggers Session" from 2UE, has raised well over £2,000. One interesting auction he conducted in his "Diggers Session" recently was the flag which was captured when Bardia fell to the Aussies in 1941. It flew over the Imperial Italian Headquarters. Ex-Corporal Brown of Paddington, who was one of the A.I.F. making this assault, paid £20 for the flag and the Royal Italian pennant, which went with it.

Mr. J. Howlett-Ross, picturesque and well-known figure in Melbourne literary circles was given a party on April 26 to celebrate his 90th birthday. Host was Mr. C. Fawcett and Mr. J. K. Moir, president of the Bread and Cheese Club was in the chair. Mr. Howlett-Ross, who has done much for the advancement of Australian literature, will be remembered as a speaker over 3LO in the early days.



Mr. Bob Dyer, famous radio personality who was recently appointed to the board of management of the BREIF Club of Sydney. Mr. Dyer has always shown a keen interest in the affairs of BREIF and his enthusiasm should be a great help to the Club.

BROADCASTING BUSINESS

Black Lance Knitwear Ltd.—26 x 100 words, women's session (Paton Advertising Service) on 2HD.

Club Razor Blades Pty. Ltd.—3 announcements each sporting session, 150 x 25 words (O'Brien Publicity), on 2HD.

Mother's Choice Flour.—50 word and 1 minute announcements, women's session (O'Brien Publicity), on 2HD.

Commonwealth Bank of Aust.—207 x 12 words, women's session (George Patterson Pty. Ltd.), on 2HD.

Crystal Clothing Industries.—312 x 50 words, breakfast session (W. E. Smith Pty. Ltd.), on 2HD.

State Electricity Commission (Victorian).—100-word announcements on 3AW, 3KZ, 3DE, 3UZ, 3XY—breakfast, morning, afternoon and evening sessions (George Patterson Pty. Ltd.)

Cadbury-Fry-Pascall.—Renewed quarter-hour musicals over 52 stations covering all States. (George Patterson Pty. Ltd.)

Cadet Radio.—Sponsoring "Penny Serenade" at 3.45-4.15 p.m. Mondays to Fridays inclusive, commencing June 2, on 3KZ. (O'Brien Publicity Pty. Ltd.)

W. Woodroffe Ltd., cordial mfrs. — 1947 football broadcasts, Saturday afternoon; 10 min. football summary Thursday nights; quarter-hour summary and results, Saturday nights, on 5KA.

Reg. A. Baker Pty. Ltd., Newcastle sports store.—Sponsoring boxing descriptions from Newcastle Stadium, Saturdays 9.30 p.m., also 50-word announcements breakfast session daily, on 2HD.

Letter to the Editor:

Dear Sir,

Thank you for your publication of my previous letter to you. I wish to point out however an inaccuracy in your footnote to my letter. You state, "We have published his letter in full—the first letter we have received from Mr. Alexander that has been publishable." This is not in accordance with fact, and if you refer to your old files you will speedily ascertain your mistake, because this is not the first letter which has been publishable, as you have previously published correspondence from me.

Yours faithfully,
(Signed) Hal Alexander
General Secretary

Actors and Announcers Equity Assn. of Aust.
May 6, 1947.

Note: Mr. Alexander is right. We did publish a letter from him on page 16 of our issue of November 15, 1945.—EDITOR.

N.S.W. REGISTERED COMPANIES

SHOWMEN'S CLUB OF N.S.W. LIMITED, THE—Reg. 11/2/47. 500 members. Objects: To establish, maintain and conduct a club, etc. Subscribers: Arthur R. Greenhaigh, Stanley J. Durkin, Jack McMahon, George Sorlie, M. Duke, Graham, A. Smith, Roy Phillips, M. Darling, L. J. Short, A. G. Sloper, Les Sharman and Leslie A. Bowler. Reg. office: Sydney

SOUND SOUND (Glen J. Marks), 83 Yarranable Road, Darling Point, disc recording, etc. On 20/1/47 Edward Bevan became a member and the name was changed to Universal Sound Alliance.

STOP PRESS:

PSCB REPORT FOR CABINET SUB-COMMITTEE

Canberra: Illness of PMG Senator Cameron continues delay completion of recommendations by special Cabinet Sub-committee appointed advise Cabinet on future broadcasting policy. Prime Minister desires finality this month. Senator Cameron expected back in Canberra this week and to make recommendations on ABC finances based on PSCB Report.

VINCENT ACCOUNT

Radio stations and newspapers have been advised that the Vincent Chemical Co.'s advertising account will, as from June 30, be handled by the Hawkins Advertising Co. The account, prior to the changeover, was serviced by Goldbergs Advertising.

BULLSEYES

FOR BUSINESS



If you aim to reach country Victoria, have these three strings to your bow with the V.B.N.!

These popular stations stand alone in Victoria's most prosperous country areas—so make them your target for total coverage.

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

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BROADCASTING BUSINESS

Vol. XV, No. 23
452nd Issue

Thursday
May 29, 1947

Incorporating "Commercial Broadcasting"

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

It's nine now!



Hi Fellers!

BOY, are things moving in 2UW's morning session! Remember a couple of pages ago, I told you about Pioneer Tours and "Anne of Green Gables" at 11.30 Mon. to Thurs.? What a magnificent show that is—you should see the mail that's coming in, saying "Thank You"!

"Anne" made the morning serial total, eight in a row . . . but now it's NINE.

W. W. Campbell & Co. Ltd., leading Sydney furniture house, who have been presenting George Edwards' programmes over 2UW at night, for years an' years, have now taken four quarter hours each week in the morning session for a series of George Edwards' programmes . . . And they've already booked four features to carry them right through the year!

Nine serials between 9 a.m. and 12 noon . . . Boy, what an audience! And there are more on the way!



MOST PEOPLE LISTEN TO 2UW

