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BROADCASTING BUSINESS

VOL. XV, No. 19
448th Issue

Thursday,
April 3, 1947

Incorporating "Commercial Broadcasting"

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



It's not All a matter of form!

Hi Fellers!

Here's one for the road:

*The clerk in the Registry office said to the VERY thin girl at the counter:
"I'm sorry Miss, but you can't make arrangements to get married until you've filled out your form properly".*

The girl flared up and said: "Look, Mister; if my boy friend's satisfied with me as I am, what the heck's it got to do with the Government?"

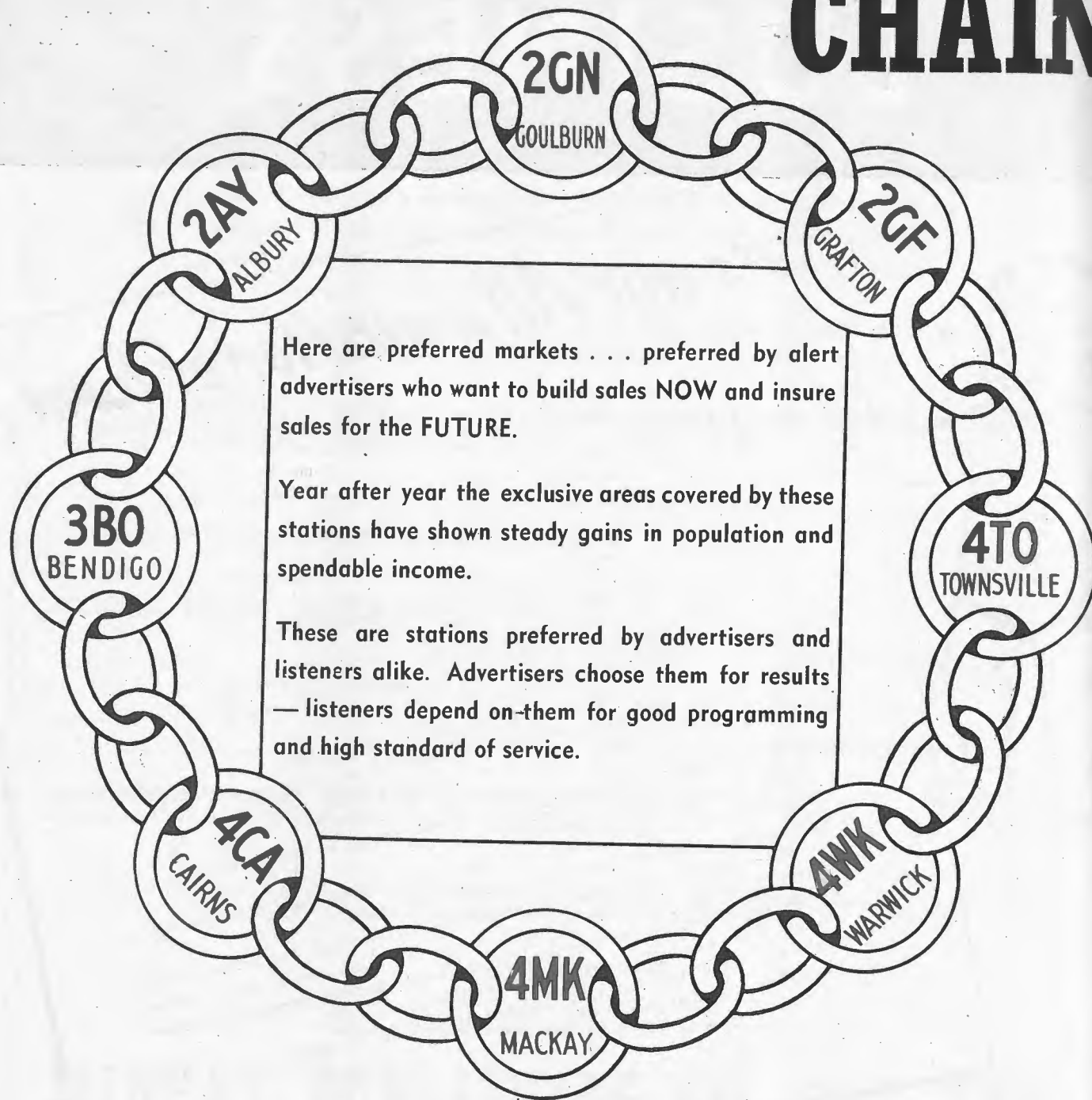
*As I said when I heard that one, it's not always a matter of form . . . there's always the personal side.
You find that in radio, too; where personal service sometimes can lift a proposition out of the red, and right into the black.*

*All the service in the world of course can't save some campaigns—when they get on the wrong track and run off the rails; but if you've never known what real service can do to make radio pennies produce customer pounds, then talk over your next proposition with 2UW.
You'll find that they won't be satisfied unless you are happy. It's a 2UW "know-how"; and it pays—YOU!*



Most People Listen to **2UW**

NO WEAK LINKS IN THIS CHAIN



Here are preferred markets . . . preferred by alert advertisers who want to build sales NOW and insure sales for the FUTURE.

Year after year the exclusive areas covered by these stations have shown steady gains in population and spendable income.

These are stations preferred by advertisers and listeners alike. Advertisers choose them for results — listeners depend on them for good programming and high standard of service.

There is only one way to cover, completely and economically, each of these important markets, and that's with the chain listed above.

All particulars from

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

2 Broadcasting Business, April 3, 1947

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, APRIL 3, 1947
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EDITORIAL

Waiting For the Verdict!

With the completion of hearings on ABC finances by the Parliamentary Standing Committee on Broadcasting there is an uneasy feeling throughout all broadcasting circles of "now what's going to happen?" There is no doubt that the public, and possibly the Government, never realised before just how much it was costing the country to carry on the national broadcasting service.

As to what is going to happen: The PSCB will have its report ready for Parliament very shortly after Easter, and there is possibility of a minority report. Specifically the PSCB will report upon its investigations into ways and means of establishing a long range plan for financing the ABC. That has a very wide scope and could open up a field of action which would be just as vitally interesting to Australian industrialists and commercial undertakings as to commercial broadcasters.

Meantime there are other things happening at Canberra in which every businessman's interest is involved along with that of the broadcasters. A Cabinet sub-committee has been formed comprising Senator Cameron, PMG, Senator Ashley the former PMG and Mr. Calwell, Minister for Information, to "investigate the possibilities of frequency modulation" as an alternative and or additional method of broadcasting to our present AM method. In view of the nature of the evidence given before the PSCB, it would be natural to assume that the deliberations of the Broadcasting Committee will be open to inspection by the Cabinet sub-committee before it makes its own report to Cabinet—possibly on April 15. The Cabinet sub-committee is carrying out its investigations in the light of current FM experiments by the PMG Dept., and of reports furnished by Post Office experts attending Great Britain, U.S.A. and Canada for the International Telecommunications Conferences. Last week in Canberra also, Senator Cameron announced that steps were being taken to push on with the introduction of FM in Australia.

It is of course dangerous to "jump" to conclusions, but some keen observers of the situation are convinced that out of the present jig-saw of FM and ABC finances could grow a pattern of socialisation of broadcasting in conformity with that point of Labor policy. There certainly do appear to be some grounds for such a fear—sufficient anyway to justify the closer interest of every section of the community that believes in the preservation of private enterprise. However it is well known that the Government is not unanimous in its ideas of what is best for broadcasting. The Labor Party has its own invested interest in some broadcasting stations which are very well conducted both as program providing and revenue producing propositions. It is unlikely therefore that any drastic moves will take place unless the more radical elements of the party—or of Cabinet—get the upper hand.

The Prime Minister himself is probably better-informed on the Australian broadcasting situation than most would give him credit for. It is a subject he has not neglected as he has a sincere appreciation of its magnitude and for the necessity of treading warily in regard to any innovations.

Nevertheless there are some members of the Government who have made no bones about their long-held belief that all broadcasting should be socialised. The PSCB investigation into ABC finances has given them an opportunity to accentuate their clamor for a completely government-controlled radio system to the exclusion of private enterprise in broadcasting. Success for them in this direction would undoubtedly lead to the contemplation of bolder adventures in "social" controls over other industries. Hence there is that need of vigilance, and activity, by everyone concerned with the staying of the "dead hand of Government control" in our industries.

Broadcasting Business, April 3, 1947 3

NILSEN'S

3UZ

BROADCASTING

SERVICE

45 Bourke Street, Melbourne

Central 1925

presents

RACING

DESCRIPTIONS BY

TOM MOON

who broadcasts all Melbourne Metropolitan races, with official "ARGUS" starting prices after the running of the last race.

During the Winter months will be heard

LEAGUE

FOOTBALL

DESCRIPTIONS BY

JACK GURRY

SYDNEY REPRESENTATIVE

E. A. Wood

47 York Street

BX 2098

DO NEWSPAPERS SLANT THE NEWS TO CRACK COMMERCIAL RADIO?

Sydney "Sun" and "Hansard" Reports Compared

The following report appeared in the Sydney Sun of March 6, under the heading "Control of Contraceptives."

"CANBERRA, Thursday. Urging State Governments to control advertisements for sale of contraceptives, the Minister for Immigration (Mr. Calwell) in the House of Representatives today said:

"It is grotesquely absurd that the Immigration Department should be spending hundreds of thousands of pounds to bring people to Australia to populate the country, while others, for pecuniary gain, are trying to induce the Australian nation to commit racial suicide. It may be that the P.M.G.'s Department can take some action in respect to radio advertising and I will discuss it with Senator Cameron."

The next day, March 7, the following report appeared in the Sydney "Sun":—

"Radio Reply on Contraceptive Ads."

"The Australian Federation of Commercial Broadcasting Stations completely banned contraceptive advertisements, said the Federation president (Mr. J. E. Ridley) to-day.

"He was commenting on a suggestion by the Migration Minister (Mr. Calwell) in the House of Representatives yesterday, that the P.M.G. might take action regarding radio advertising of contraceptives.

"Mr. Ridley said that all medical or patent medicine advertising had to be submitted to the Director-General of Health, Canberra, before being broadcast.

"It was, therefore, obvious that, apart from the ban imposed by the Federation, no contraceptive advertisement could be broadcast without Government approval."

The following is the complete extract from Federal Hansard of March 6, covering the question and answers on contraceptive advertising:—

"CONTRACEPTIVES"

"Dame ENID LYONS.—Has the Minister for Immigration seen the report in a section of the press that a firm of suppliers of medical and quasi-medical goods is launching a high pressure campaign to increase the sale of contraceptives in this

country? In view of the responsibility assumed by the Minister for increasing the population of Australia through immigration, does he propose to ignore so obvious an attack promoted for commercial gain upon its expansion through natural increase?

"Mr. CALWELL.—I agree with the protest contained in the honourable member's question, against the outrage on the family life of this nation by advertising the sale of certain articles. That can only be condemned by right-thinking people. Unfortunately the Commonwealth Parliament has no power to control advertising in newspapers or other periodicals. The responsibility resides with the States for prohibiting the publication of advertisements that offend against good taste or have a detrimental effect on the interests of the nation. State laws cover the publication of matter regarded as obscene or blasphemous, but no State parliament has yet passed legislation dealing with the matter raised by the honourable member.

"Mr. HARRISON.—Cannot the Postmaster-General's Department take action to prevent the delivery of offensive matter through the post?

"Mr. CALWELL.—I shall ask the Postmaster-General whether some action may be taken in that regard. No condemnation of such reprehensible advertising is too severe. Action by the States cannot be taken too early to prevent a practice that must hasten the destruction of the Australian nation. It is grotesquely absurd that the Department of Immigration should be expending hundreds of thousands of pounds on encouraging people to come to Australia while some who are residing in Australia are trying, for pecuniary gain, to encourage the Australian nation to commit race suicide."

[The Editor of "B.B." fails to find in the Hansard report any reference to the suggestion attributed to the Minister that the P.M.G. might be asked to take action regarding radio advertising of contraceptives. The actual position is as Mr. Ridley told the newspaper, "that broadcasting stations do not broadcast contraceptive advertisements." But that is not the important issue. If the Hansard report is accurate—and they usually

COMMENTATOR KALTENBORN ON ILLS OF THE AIR

Broadcasters should pay more attention to their listeners and less to their advertisers and advertising agencies, H. V. Kaltenborn, N.B.C. commentator, declared at a Radio Executives' Club luncheon in New York.

"I hope that advertising will always have a great place in the press and on the air," Mr. Kaltenborn stated. "It makes those two great moulders and reflectors of public opinion independent of stifling government control. But just because advertising is so ingenious and enterprising and aggressive, you radio executives must be on the alert to keep it in its proper place."

Speaking at the second of a series of luncheons sponsored by the R.E.C. on the theme, "If I Were Running Radio," Mr. Kaltenborn said that "the top executives among both advertisers and advertising agencies are inclined to be responsive to every legitimate demand for independence made by the press and radio executives. The second-stringers among executives in their understandable zeal to achieve immediate results often go too far in their demands on a commentator like myself who expresses a point of view on the burning issues of the day."

Mr. Kaltenborn declared that he would be more ruthless in eliminating advertising that concerns "the varied ills that flesh is heir to," quack doctors and real estate sharks. "There is less of it than there was, but there is still too much," he said.

The commentator also called for a program of regular, responsible radio criticism on the air. "I would like to hear a man like John Crosby (New York 'Herald Tribune') tell radio listeners what he thinks of the programs they are getting on the network over which he is talking. The networks believe in freedom of speech on the air. Here is a practical way to realise one part of that freedom."

are accurate—the inference that can be drawn from the newspaper's apparent misquotation of the Minister is that it is another example among many we have seen lately, to disparage commercial broadcasting by creating in the public mind an impression that the commercial broadcasting industry is irresponsible and not alive to a sense of decency. Such tactics should be made to boomerang upon an irresponsible press: Ed. "B.B."]

RADIO ARTISTS PROTEST AT EQUITY MEETING

A very large section of Sydney radio artists and announcers have been simmering with discontent for some time about the manner in which the meetings of their union (Actors and Announcers Equity of Australia) have been conducted.

At the last general meeting in Sydney a fortnight ago, there was an uproar and indignant protests from many members, following an address delivered by a member of the Waterside Worker's Federation putting forward the case of the then-striking watersiders. Some members asked by whose invitation the watersider attended their meeting and what interest members of Equity had in the watersiders' dispute, others tried to move that the employers' side be also heard. The uproar only subsided after a motion of "confidence" in the Chair was carried, and general business proceeded with.

There is a strong feeling among radio artists and announcers that Equity should remain above political creeds. The artists realise only too well that their public, upon whose favour their livelihood depends, comprise men and women of all political and religious creeds, and that they must therefore resist any moves which might pull them into any vortex of political ideology in the public eye.

But just how that aim can be achieved and still maintain necessarily strong and effective union representation is something which must be worked out by the members of the profession themselves. Some members of the profession hold very vociferous "left" or "right" political views, to either of which they are perfectly entitled in this still-democratic country. It is the fear that one of these groups will lead them into paths they would rather not tread that has upset the equanimity of a number of members.

A. G. WARNER RE-ELECTED C. OF M. RADIO CHAIRMAN

At the annual meeting of the Radio Section of the Victorian Chamber of Manufactures, held on March 18, the Hon. A. G. Warner, M.L.C., managing director of Electronic Industries Ltd., was re-appointed chairman of the section.

For Stop Press, see page 38

A.P.R.A.'S FACTORY MUSIC FEES QUERIED AT CANBERRA

In the House of Representatives on March 6, Mr. Haylen, member for Parkes, N.S.W., asked the Attorney-General, as the minister administering the copyright laws, "Whether he is aware that the Australasian performing Right Association is attempting to levy a fee for music broadcast to factory workers, particularly in the clothing trades, involving, I understand, many employees in Commonwealth clothing factories. As the fee to Australasian Performing Right Association is levied on the commercial stations, does not the right honorable gentleman think that the second fee is an imposition and an injustice to workers who desire to listen to music while they work?"

Dr. EVATT.—That matter is being looked into by the department because it concerns the copyright law. The Australasian Performing Right Association charges a fee, I think, on each record broadcast by all broadcasting stations, national and commercial. Recently the Australasian Performing Right Association claimed that the Commonwealth Clothing Factory should take out a license for the right to hear the session called "Music While You Work".

Mr. SCULLIN.—They do not want harmony in industry.

Dr. EVATT.—Yes, music while you work or wait. This matter was, I think, before the Broadcasting Committee some time ago, and I think it was also the subject of a royal commission conducted by Mr. Justice Owen. The suggestion made was that one overall fee should be fixed by compulsory arbitration, as is apparently the law in Canada.

Mr. ANTHONY.—The Attorney-General gave us an assurance three years ago that appropriate action would be taken.

Dr. EVATT.—Legal difficulties about that matter arose, and they were rather formidable. The position now is that this new claim has been made. No such claim was made during World War II. With the Postmaster-General, I shall inquire into the matter which the honorable member for Parkes raised, and make a recommendation to Cabinet to deal with the whole subject."

POLITICS ON THE B.B.C.

(From a Special Correspondent)

London, March 18: Good red political blood is being infused into B.B.C. broadcasts as a result of recent criticism that there were insufficient outright and fairly distributed political discussion on the air in Britain.

Twelve purely political broadcasts have been arranged for the next 12 months opening March 18 with the Prime Minister opening bat discussing "The Economic Situation." Anthony Eden follows on March 20. Broadcasts have been allocated six to the Labour Government, five to the Conservatives and one to the Liberals.

BROADCASTS TO ATTRACT MIGRANTS

Australia last week launched a regular weekly broadcast session addressed to potential immigrants in the United Kingdom.

The session, called "Australia and Your Future," will be broadcast every Wednesday by shortwave from the Department of Information station, Radio Australia.

The Minister for Immigration, Mr. Calwell, said that the agreements between the United Kingdom and Australia for free and assisted passages for British migrants operated from March 31.

EFFICIENCY IN INDUSTRY

The Commonwealth Tariff Board has been asked by the Government to include in its Annual Reports chapters bearing on:—(a), efficiency of protected industries; and (b), high costs of production, with special reference to the particular cost elements responsible for the high Australian costs.

The Tariff Board has asked manufacturers to assist by supplying any available information enabling comparison of their costs with those operating in other countries. Comparisons should be up to date, or at least compare two countries at the same point of time, and should be expressed in physical, rather than monetary terms, e.g., lbs. or yards of raw material per unit of finished product, or man-hours occupied in a particular operation.

Any information so supplied will be treated by the Board as confidential, if desired.



WHEREVER YOUR MARKET MAY BE....

Sailors DO Care . . . The worthy matelot takes good care that he gets what he likes most. He is as keen as the next man when it comes to values. It's a value-conscious world to-day, which is why so many people choose 2UE for their radio entertainment.

The sports fans, the news-hungry, the music and entertainment loving thousands, the quiz enthusiasts—all are friends of your product when your sales message goes through 2UE.

REACH IT THROUGH

2UE

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

BROADCASTING FEDERATION VIEWS PLACED BEFORE PSCB ON FINANCING THE ABC

President Cites Real Position of Broadcast Advertising

In evidence before the Parliamentary Standing Committee on Broadcasting at Canberra last week, the president of the Australian Federation of Commercial Broadcasting Stations, Mr. J. E. Ridley, stated that sponsored programs would destroy the structural basis of the National service. There was no reason to believe that the national stations would find such an adventure profitable. He agreed with the views of Acting Director General of the Postmaster General's Department (Mr. Chippindall), the chairman of the A.B.C. (Mr. Boyer) and the general manager of the A.B.C. (Mr. Moses), that sponsored programs should not be broadcast by the National service.

Mr. Ridley said it would mean increased competition for the amount of radio advertising available, and the stations most likely to suffer would be those in the weakest financial position. These would be the smaller country stations, whose inclusion in an advertising appropriation is often at the marginal point. These stations are performing a positive public service to the people who require them most. That had been recognised by both the Government and the A.B.C., which admits that its own coverage does not include many listeners at present served by commercial stations. In any case country listeners were entitled to as many alternative services as more fortunate city dwellers.

As Justin Miller, President of the National Association of Broadcasters in U.S.A. had said at their 24th Annual Convention last November, "The competition for radio advertising is not going to become less, but greater. The increasing number of Stations, the limited amount of available advertising and the trend of business on a downward swing will make competition more severe and the temptation to make poor quality advertising greater and greater."

Sponsored programs on the A.B.C. would tend to lower the standard of all programs generally, and especially those on the smaller country stations, Mr. Ridley contended.

"Sponsored programs on the national Stations would have no greater justification in terms of equity, than commercial stations seeking a share of the licence revenue as compensation for what they have contributed towards securing such revenue. Even when stations have been running at a loss, the Federation has always accepted the view that such a request

would be a violation of the dual system and a breach of the understanding on which they obtained their licences. The converse would be equally true.

"We do not propose to comment upon the proposal to increase the listeners' licence fee to 25/-, except to draw attention to the overall increase in the price structure since the fee was fixed at its present level.

"In 1932 the licence fee was 24/-. The equivalent based on the cost of living in the September quarter of 1946 was 33/1. The equivalent of 20/- in 1940 at September 1946 would be 23/11.

Mr. Ridley said it was not the policy of the Federation to intrude into the activities of the A.B.C. "We regard the two systems of Broadcasting in Australia as complementary and the relations existing between them are excellent. The scheme was the far-seeing conception of Sir Harry Brown, and has functioned in the best interests of the people of Australia. Anything that might upset the present happy balance would be detrimental to the public interest.

"Sir Harry Brown defended his system against many attempts in the early days of broadcasting to follow the practices of other countries. He stood forthright for the Australian dual system and results have justified that stand.

CO-OPERATION WITH THE A.B.C.

"Our policy is to co-operate with the A.B.C. This was exemplified during the War on many historic occasions. The present Prime Minister, Mr. Chifley, has paid very high tribute to our efforts, both in our individual capacity and our joint efforts on matters of national importance.

"Other directions in which our mutual interests have led to joint action include:—

"*Sporting Broadcasts:* Joint tenders are submitted by the A.B.C. and Federation Members for rights of sporting fixtures including Tests, Davis Cup and Football.

"*Performing Rights:* An agreement has been reached for joint action to bring charges for performing rights, gramophone records and mechanical copyright into line with fees paid in other countries.

RISING COSTS

As is the case with the A.B.C., our costs have increased very materially in recent years. Some of the factors contributing to such higher costs are:—

(1). *Industrial.* The recent increase in the basic wage was absorbed by the industry without any adjustment of rates.

(2). *Rehabilitation.* The policy of the Federation has been to encourage the rehabilitation of ex-servicemen. During the war many of the Stations conducted their operations with skeleton staffs. That meant reduced overhead. Today the position has been reversed. In many instances, stations have absorbed more staff than they really need, as they feel that they have moral obligations to the people who assisted them through the difficult war years as well as to the returned men.

(3). *Equipment.* Plants have become obsolete during the war period and it is necessary for most stations to consider improving or replacing equipment at the transmitters and studios. Already a number of stations are in process of re-conditioning their technical

facilities and others will be incurring similar expenditure in the near future.

"We are also faced with rising costs in the 40-hour week and we are at present in the Arbitration Court, in regard to a new log of claims lodged to the technicians union (P.R.E.I.). Claims have also been served by Actors' Equity and the Australian Journalists Association.

BROADCASTING REVENUE

"The amount of money available to Broadcasting as an advertising medium is determined largely by the space available in other media.

"As shown in the Gibson Report the position of Commercial Broadcasting in 1940 was as follows:—

Revenue	£1,100,000
Nett Profit of 61 Stations	£104,630
Nett Loss of 23 Stations	£23,246
Total Nett Profit of Commercial Broadcasting	£81,384

"The position deteriorated in 1941, and the then Treasurer, Mr. Chifley, came to the rescue by agreeing that Government advertising should be paid for, in view of the heavier wartime use of the stations by the Government. The stations were placed at the Government's disposal and a useful working organisation was functioning satisfactorily within a few hours. Rates were greatly reduced by voluntary action of the Federation's members as a gesture of goodwill to the Government.

"About the same time, newsprint rationing became heavier. It reached its maximum in November 1942 when newspapers were permitted to use only 27½ per cent. of their pre-war consumption.

"The result was a much heavier demand for broadcasting time, our revenue improved and larger profits were made.

"So financial returns from commercial broadcasting for the 1943-46 period do not give a true picture of the industry.

"Newsprint rationing did not cease until January 1 this year.

NEWSPAPER ADVERTISING

"For the five years preceding July 1940, the total inchage of metropolitan dailies used by advertisers ranged from 7½ million to 8 million inches. It dropped from 7,252,156 inches in 1939-40 to 5,993,982 in 1940-41.

"For the year 1943-44 it was only 2,523,449 inches—or only one-third of the pre-war figure. During that period advertisers turned from newspapers to broadcasting,

"But with the restoration of newsprint, newspaper advertising is again on the increase. For the past five-month period according to "Newspaper News," there has been an increase of 155.6 per cent. on the corresponding period in 1943.

"Commercial Broadcasting thus faces the problems of increased costs, and vastly increased competition for advertising from the newspapers and the special color supplements that they now produce, in addition to the other forms of advertising that are coming back into the field."

Mr. Ridley tabled the Standards of Broadcasting Practice adopted by the Federation, governing both commercial announcements and entertainment and the newly-composed Rules of Accreditation for Production Companies and Producing Units, and stated that both American and Canadian broadcasters were considering the adoption of self-regulatory codes such as were in operation in Australia. Enforcing the Federation standards had often resulted in loss of revenue to stations.

OVERSEAS STANDARDS

"After thorough investigation we are satisfied that in no other country has the principle of self-regulation of the industry been implemented to the extent that it has in Australia," he declared.

"So far as program standards are concerned, we feel that the Australian people are obtaining the entertainment they find the most satisfying.

COMMISSION CONTROL

"We are not prepared to agree that the present system of control of broadcasting in Australia is defective. Our experience with a succession of Post Office administrators — Sir Harry Brown, Messrs. McVey, Fanning, Chippindall, Malone and Martin — has been that they have achieved standards in administrative practice of which this country should be proud.

"Certainly no part-time administrators could be expected to exercise similar controls as satisfactorily.

"Our experience is that the Post Office administrators are both alive to public opinion and sound broadcasting practice. Much has been achieved. We have every confidence in the continuance of the present form of control.



A.F.C.B.S.
President
J. E. Ridley

ADVERTISING COST

"Suggestions that advertising is a tax on consumers have been dealt with by other witnesses. Producers of consumable goods realise that the cheaper the article, the better the chance of mass sales. That principle has been best exemplified in the Ford system.

"Advertising builds a mass market, and thus reduces production costs on a unit basis. The manufacturers of a best-selling toothpaste line in the United States found that when they doubled their advertising appropriation they were able to sell their goods at 15 cents instead of 25 cents.

"The same arguments apply to advertising as renting a shop in the busiest shopping centre. Their rent may be higher, but the improved turnover means larger profits and lower selling prices. That is why the chain stores were able to build such extensive businesses.

"There is no justification for the suggestion that the cost of commercial broadcasting programs are a loaded charge on the community. That suggestion has no more validity than a suggestion that all the newspaper readers are paying for all the advertisements in a newspaper. The cost of manufacturing a single motor car would be colossal. It is only by securing a world market per medium of advertising that the cost of the cars was reduced.

"The same fact applied to licence fee revenue. The addition of country commercial broadcasting stations meant more people interested in radio, and bigger revenue for the Post Office. If some of those stations went out of existence, there would be a corresponding loss in revenue.

QUESTION TIME

In the course of a series of questions, Senator Amour asked Mr. Ridley: "This Committee has been described as a standover Committee. Would you say that it is the idea of the newspapers to discredit this Committee in the eyes of the community?"

(Continued on page 12, col. 3)

VALVE EXCISE UNJUST IMPOSITION ON RADIO INDUSTRY AND ON LISTENERS

Manufacturers' Evidence Before Broadcasting Committee

Abolition of the excise duty on radio valves alone would more than offset the necessary addition to the listeners' licence fees to provide sufficient finance for the A.B.C., Mr. C. A. Tapp,

representing the Federal Council of the Electrical Radio and Telephone Manufacturers of Australia, told the Parliamentary Standing Committee on Broadcasting last week.

The F.C.E.R.T.M.A. is composed of the Electrical Manufacturers' Assn. of N.S.W., the Radio Section of the Victorian Chamber of Manufactures, the Electrical Manufacturers' Assns. of Victoria and of South Australia, and the Electrical and Radio Section of the Queensland Chamber of Manufactures.

The Council of the Electrical, Radio and Telephone Manufacturers of Australia, therefore, recommended:—

- the removal of the present sales tax upon radio receivers;
- the removal of excise tax and war loading upon valves;
- the abolition of a supplementary fee for additional household receivers;
- a collection by listeners' licence fee of any sums which the Government wants to collect from listeners.

Mr. Tapp said that at present listeners are supposed to pay a fee of £1 plus a supplementary fee of 10/- for second receivers. £909,000 finds its way into the national broadcasting programs. It was said that the balance of £600,000 is insufficient to meet the Post Office costs of electrically transmitting and relaying the programs.

"We will show that the prospective listener, because he decides to purchase a receiver has in reality to pay over £2 per annum for the right to listen to the programs of the Broadcasting Commission.

"This is calculated as follows:—

Sales Tax	£510,000
Excise on Valves	731,250
Fee at £1	1,500,000
Fee at 10/-	38,000
Special Grant	223,000
	<hr/>
	£3,002,250

"This sum of over £3 million is shared by 1½ million listeners.

"The suggestions made by Mr. Griffiths of another concealed tax of 10% on the receiver indicates a belief that if some means can be found of further taxing all listeners without them being immediately and constantly aware of it, the expenditure of such a surreptitiously obtained income is its justification. We are opposed to indirect payment by the listener because of the waste of money involved and the following examples are given in support of such opposition.

"Attention is drawn to the effect of sales tax upon the radio industry. The estimated market for broadcast receivers is 250,000 per annum. The average wholesale price upon which sales tax is calculated is £15. With sales tax at 10%, the amount collected is £375,000, all of which is added on to the price of receivers. There is a mark-up of 36.5% for distribution, making £510,000.

"People are not able to expend upon secondary industry products (other than motor cars) more than 7% of the national income. It is imperative, if employment is to be maintained and the amenities in the home are to be improved, that this 7% should not be made to cover a still larger tax so as to result in the real buying power of the people, in terms of amenities, being brought to an end.

"The so-called 'rich' in Australia is less than 4% of the population and they are taxed to an extent where they cannot be large buyers. Less than 1% of the population have a taxable income of over £1,000 per annum. They are not worth the attention of the manufacturer. The

net income of 96% of the people is less than £10 per week. It is to this 96% that manufacturers must look for their real market. Therefore, low prices are necessary if radio products are to be readily available to the 96% of the people. If prices are not within the purchasing capacity of the public, employment in industry must be reduced accordingly.

"In its thirteenth report, the Parliamentary Standing Committee on Broadcasting commented in paragraph 21 on page 14 that the Australian community is already making a very substantial aggregate payment direct and indirectly for its radio service. The broadcasting service is operated for the benefit of the listener and it follows that the listener should make adequate and proper payments for any contribution made to that service by the artist, inventor, manufacturer or trader. But it is entirely wrong in principle that when the Government sets out to appropriate large sums by concealed taxation that it should divert equally large sums to distribution channels as it has done with excise on valves. The result is that efforts made by inventors, designers and manufacturers in reducing the cost do not succeed in giving listeners receivers at as low a price as they ought to be.

"We, therefore, make the alternative proposal of collecting directly from listeners whatever money is required for the 'A' class service. We suggest that where collection results in the wastage of substantial sums such as in distribution channels that it be discontinued. As an instance, we object to excise and war loading on valves. This tax on valves now costs listeners £731,000 per annum and, as will be explained, returns only £234,000 to Commonwealth revenue. The tax wastes £497,000 in trade distribution channels, whereas if some

(continued page 12)

NAB Director Attacks Gallup Criticism of Radio Research

In a letter to Dr. George Gallup of the American Institute of Public Opinion, Dr. Kenneth H. Baker, director of research, National Association of Broadcasters, takes exception to statements attributed to Dr. Gallup in a story carried by *Editor and Publisher*, January 25.

The story, based on an interview, quoted Dr. Gallup as saying "There is nothing in radio to compare with the A.B.C. statement."

Following is the text of Dr. Baker's letter:

"Your remarks to the press in San Francisco carried in a recent issue of *Editor and Publisher* have been pinned to my blotter with a note saying 'Ask him what he means' for so long that I am almost ashamed to bring the matter up again. (By the way, did you notice that directly beneath that E and P story there was an ad. whose headlines asks, 'Is my face red!!' It's almost a candidate for *Tide's* search for interesting juxtapositions.)

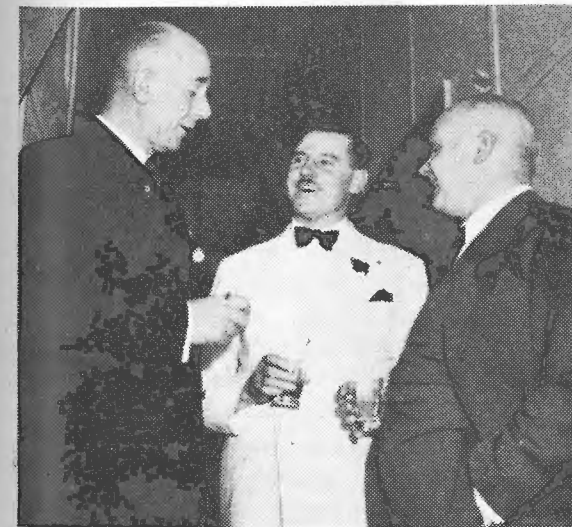
"So I'll start right in asking you what you meant. What did you mean when you said 'There is nothing in radio to compare with the A.B.C. statement'? Must there be something in radio to compare with the A.B.C. statement? Why can't there be something better in radio than the A.B.C. statement? For my money, B.M.B. is stepping along right smartly in that direction. B.M.B. is about

three years old and has just published its first figures. It is supported by three-fourths of the radio industry. How was the A.B.C. doing at the end of its third year? What proportion of the printed media was subscribing to its methods and results at the end of three years?

"And what do you mean when you say that 'Newspapers do a more thorough job in providing circulation figures, and give advertisers a much better opportunity to weigh coverage'? What does A.B.C. tell you except that so-many thousand people bought your paper? Does it say anything about whether those people read their papers; or what parts they read; or what parts they remember? B.M.B. at least tells you that people listen to your station—not just that they can hear it but don't—like leaving the paper unread on the front porch or in the bus or wrapping up the garbage with it.

"Of course, the Continuing Studies were meant to help fill in that gap. But am I supposed to figure out which page to buy in next Thursday's noon edition of the *Buffalo Gazette-Journal* on the basis of a study done on a non-projectable sample two years ago? Do you really feel that the work being done by Nielsen and Hooper and the networks and most of the other measurement boys in radio with audimeters, coincidentals, diaries, interviews and the like is not infinitely

"SHELL SHOW" OFF TO A GOOD START



Frank Cave, publicity manager of the Shell Company, and Reg Lane, general manager of Macquarie Network, congratulate producer Harper Wilson (radio manager of United Services Publicity) for a very polished performance.

The "1947 Shell Show" made a welcome re-appearance over the Macquarie Network and about 29 other stations on Wednesday, March 26, at 8 p.m. The program, which was the first of the commercial flesh-and-blood shows, has been off the air for the past eight years. Now produced by Harper Wilson of the United Service Publicity agency, the show could be a winner, with Bob Gibson's band a highlight. Walter Pym does an excellent job as compere whilst the comedy is carried by Charles Norman, who was imported from England.

Norman will be remembered by his

superior to anything on coverage or readership or penetration that the printed media boys have been able to produce to date? And, if you do feel that radio research methods are so inferior, why wasn't the perfect time for you to have done something about it those eight or nine years you were on the Board of Governors of the Co-operative Analysis of Broadcasting?

"You said, 'The potential coverage of radio is not known.' What is that—'potential coverage'? Is the 'potential coverage' of newspapers known? Or of magazines? How does one determine that 'potential coverage'? In one sense the 'potential coverage' of radio is known. It is known to be the earth (and a few hundred miles of its surrounding atmosphere)—including, of course a lot of jack rabbits in Kansas and those lovely girls in Bali. But it also includes a lot of homes right here in the United States—more of which have a radio than a bathtub or electric lighting or central heating and more of whom listen (pretty regularly) to a radio than ever will read a newspaper.

You said, 'Radio people are fudging.' What does that mean? Making with the candy? I agree. Radio gives more to its users as bonuses than any other medium. Listening to automobile sets is extra; listening to sets in public places is extra; listening to the second, third and fourth sets in radio homes is extra; and even the listening in B.M.B.'s less-than-ten-per cent. counties is extra.

"If, as you say, 'The radio industry is in its infancy in research,' then where does that put printed-media research—in its maturity or not born yet? In either case, I say it suffers by comparison, and I think that the recent (laudable) scurry on the part of the printed media to improve their research is proof of that—and the fact that they finally made out those marks on the wall to be handwriting.

"My crystal ball reveals that Young & Rubicam's radio billings run about 24,000 dollars. As their Director of Research, is it your feeling that those pennies are wasted? Or is there a possibility that those billings would be more if you were convinced that radio had anything to offer? If it's the latter, all we need is a chance."

performances in several musical comedies for "the firm," notably "White Horse Inn."

Singing plays a big part in the show, with Pam Corrigan, Robert Simmons, Reg Gray and the Shell Singing Group.

Valve Excise Retards Development of Radio Broadcasting

(Continued from page 10)

part of the sum was collected directly from listeners instead of the whole now being collected through trade distribution channels there would be enough to supplement the licence fee revenue in addition to reducing the price of broadcast receivers.

"We submit there is no justification whatever for making a luxury out of the poor person's entertainment by subjecting the valve to an excise tax as is done with spirits, tobacco and beer. On every £500 value of Australian primary and secondary productions, other than beer, spirits and tobacco, only £3 is paid as excise, whereas on every £500 value of Australian valve production anything from £250 to £500 is paid in excise.

"If excise on valves was removed as it has recently been removed from dry cells, dry batteries and methylated spirits there would be £731,000 per annum less paid by 1,500,000 listeners or a saving of over 9/9d. by each listener. Of this 9/9d. the distribution channels now get over 6/7d. and the Government 3/2d.

"The Committee is of course aware of the fact that in the United States a licence fee corresponding to the £1 paid here is not collected. Government participation in the radio industry is limited to excise.

"The Radio Manufacturers' Association of America requested that the 5% radio excise tax be repealed for the following major reasons:—

"(1) Radio, because if its universal public service and use, should, like the press, be free of any tax burden.

"(2) Radio is a greater medium of mass communication than the press, and the radio tax burdens this great public agency and service, which should be tax exempt, to develop its maximum, public usefulness.

"(3) Radio is a universal necessity in modern American life, 45,000,000 in use, many millions more than automobiles (taxed at only 3%) or telephones.

"(4) What might have been deemed a semi-luxury years ago is the most universally used necessity, in peace or war of nationwide importance for public communication, entertainment, culture, religion, civic, political and enlightened citizenship.

"(5) Repeal of excise taxes of 25,000,000 dollars is proposed by the

House of Committee and Treasury Department in the pending tax revision bill and on unquestionable luxuries including furs, sporting foods, chewing gum, cameras and cosmetics—several entailing more revenue loss than the annual radio tax of about 6,400,000 dollars.

"(6) Repeal of the radio tax should be given first consideration in the excise tax revision of Congress—and prior to any luxuries.

"(7) The radio is a special, selective, discriminating 'nuisance' tax. Its repeal would take a burden off radio's service to the consuming public, increase sales of dealers and distributors, as well as manufacturers, increase broadcast listeners, and provide an immediate needed business stimulus.

"The valve industry in the United States pays an excise of 5%. In Australia prewar approximately 40% was paid. With war loading of 2/- per valve, it is now on some valves as much as 200%.

"The 1945 excise revenue in Australia amounted to

Beer	£21,000,000
Spirits	5,000,000
Tobacco	16,000,000
Other	2,900,000
	£44,900,000

"One looks for a reason as to why the imposition of excise in Australia is practically limited to spirits, beer and cigarettes.

"The reason does not seem to be that beer, spirits and tobacco are regarded as luxuries, for so many costly articles of food, dress and furniture are excise free despite the fact that they are over and above the necessities of life.

"Whatever the principle is in Australia, it does seem that the valve is looked upon through official eyes as something which ought to bear a tax sufficiently burdensome to have its use discouraged rather than extended.

"In the U.S.A. there is an excise tax on articles such as coal, lumber, copper-bearing ores, rubber tyres and tubes, cosmetics, toothpastes, toilet soaps, articles made of fur, hide or pelt, jewellery, watches, clocks, motor chassis and motor bodies, spark plugs,

RIDLEY QUIZZED BY PSCB

(Continued from page 9)

Mr. Ridley: I can't answer for what the newspapers print.

Senator Amour: What are the views of the Federation on the Parliamentary Standing Committee?

Mr. Ridley: The matter has not been discussed by the Federation. However we are glad to give evidence when we are asked if it is in the best interests of commercial broadcasting.

Senator Amour: Would you say that the interests of the community would be better served if the critics avoided abuse and assisted by answering questions?

Mr. Ridley: Too little is known about the functioning of the broadcasting system in Australia. We also come in for our share of criticism, most of which is unwarranted.

Senator Amour: It has been said that nationalisation will solve the financial problems of the A.B.C. What do you think of this?

Mr. Ridley: It may solve the financial difficulties, but not others. The two systems should remain intact, for as they are operating they are giving better broadcasting than any other system in existence.

After further questioning, another member of the Committee, Mr. Burke, asked Mr. Ridley "Advertising lowers costs, but surely advertising is covered by newspapers to this extent, and your advertising is super-imposed?"

Mr. Ridley: I don't think so. We quoted figures to show how the broadcasting revenue rose as advertising income declined.

Mr. Dooley (Federation secretary): Advertising has increased over the last 20 years and it has not hurt. The people are told where they can buy goods, etc.

Mr. Burke: But this is already covered by newspaper advertising.

Mr. Dooley: You might as well say that transport was covered before the invention of the motor car!

batteries, refrigerators, tennis racquets, firearms, shells, cartridges, soft drinks, gramophone records, and so on. None of these articles is subject to excise in Australia, yet the annual prewar output of Australian factories producing chemicals, dyes, explosives,

(Continued on page 29)

Furniture

FOOTWEAR

ICE CREAM

Toys

RADIO RECEIVERS

BUILDERS' HARDWARE

Real Estate

Baby Carriages

TRANSPORT SERVICES

China & Crystal

FURNITURE REMOVALISTS

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Motor Accessories

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3XY

163 Spring Street, Melbourne Central 6612 Sydney Rep.: Mr. Rick Barnes 42 Pitt Street. Phone BU 5995

British Advertising Executive's Warning on Branded Goods and Standards



Mr. C. J. Harrison (standing) addressing members of the 21 Club. Reading right to left are Messrs. Fred Thompson, L. W. Barnett (general manager of Horlicks in Australia), Leo Finn, C. J. Harrison, J. E. Ridley, L. R. Coleman (managing director J. Walter Thompson Aust. Pty. Ltd.), Maurice Chapman and Jack Fox.

Fortunes spent in brand-name advertising were being jeopardised by some careless or unscrupulous Australian manufacturers, Mr. C. J. Harrison, publicity manager of Horlicks Ltd., of England and chairman of the Incorporated Society of British Advertisers, told "Commercial Broadcasting" shortly after his arrival in Australia a fortnight ago, and after he had been entertained at lunch by The 21 Club of Australia at Usher's Hotel, Premier Room.

Other official guests at the luncheon included Messrs. L. W. Barnett, managing director of Horlicks Pty. Ltd., in Australia, L. R. Coleman, managing director and T. Carruthers, director of J. Walter Thompson Aust. Pty. Ltd. Guests of Club members were Messrs. Campbell-Jones, general manager 2UE, C. W. Batten, general manager 5KA-AU, and J. Fox, 5KA production manager. An apology was received from Mr. H. W. Weathersbee, managing director of Horlicks of England, who had unfortunately contracted a severe cold upon his arrival in Australia.

Responding to a toast of welcome proposed by club vice-president J. E. Ridley during the luncheon, Mr. Harrison said that the hospitality of Australians to visitors from the Mother Country was ample and heartening evidence of the fact that Australia understood Great Britain's problems.

That understanding of the Australian people was proving a great help to the English people, who, having gone through so much during the war years, were still faced with the grim difficulties of the war's aftermath, coupled with a titanic struggle also against the elements during the past few months.

That same understanding of Britain's problems was in evidence in New Zealand, India, Burma, Malaya, and that was going to mean a lot in the future.

India, Malaya and other eastern markets offered great scope for future development of Australia's export trade, Mr. Harrison said, but warned that there was a pressing need for Australian manufacturers to live up to the advertised quality of their goods. It was a very serious duty to the whole British Empire for manufacturers of branded goods to maintain the even quality of such lines. If one manufacturer erred in this respect he let the whole side down. In England and also in the United States there was a very deep consciousness of the utmost necessity for maintaining branded line quality. They knew it was a very important element in the present and future trading of the British Commonwealth of Nations.

Mr. Harrison said he brought with him from England greetings from the Incorporated Society of British Ad-

vertisers, from the advertisers of Great Britain, from the Audit Bureau of Circulations, and from the Incorporated Advertising Managers' Association.

"There is a growing feeling among all these bodies that there has got to be more understanding of mutual problems than there has been in the past," he added. "Mutual understanding gives strength, lack of it means disunity. Advertising at Home is on the spot. In the new world that is building it will have to play a greater part than in the past."

Comparing Britain's lack of commercial radio with the dual system of national and commercial radio in Australia, Mr. Harrison said that all he could say was "You lucky people!", just as he understood Tommy Trinder had been telling Australian audiences recently. He went on to give some interesting reminiscences of his company's pre-war use of continental stations to beam sponsored programs to British listeners, recalling Horlick's famous Sunday afternoon hour show which had such a tremendous audience throughout the British Isles.

Speaking of success in advertising campaigns, Mr. Harrison said that he would always urge there be unity of theme through all media right up to the point of purchase by the public, particularly the publicising of the broadcast campaign at point of sale. For his own company's product experience had proved that a full press with radio was a very good formula and what was left over in the appropriation went to poster, package displays and point of sale publicity.

COMMERCE CONFERENCE

The 43rd Annual Conference of the Associated Chambers of Commerce of Australia will be held on April 22 to 24, at the Adelaide Town Hall, under the chairmanship of the president, Mr. Herbert Taylor of Melbourne. A civic reception will be tendered to delegates and official visitors by the Lord Mayor of Adelaide, Ald. J. McLeay, and the conference will be opened by the Governor of South Australia, General Sir Willoughby Norrie.

CORRECTION CORNER

Recording in "B.B." March 20 the placing of "The Return of First Light Fraser" on the Victorian Broadcasting Network, 3TR was inadvertently described as "3TR Traralgon." Station 3TR, of course, is at Sale in the south eastern quarter of Victoria.

Yesterday a woman listened to the radio

Out of the air came drama, and humour, and music. And then at a moment when entertainment of the highest calibre had lessened any possible sales resistance, she heard a message from the Sponsor of the programme.

Yesterday a radio programme did a job. Today that sale has become a reality.

That is the way radio works. That is the way it has been working year after year. And that is the way 2SM has become such a powerful sales medium in the wealthy Sydney market.

Reaching a diversified audience that represents steady all-round-the-year buying power, 2SM has time and time again proven its unique ability to bring to a wide range of varied sponsors better sales results.

And sales results are the final things that count.



TO SELL MORE

Melbourne Representative:

OATEN-WARD (Ernest J. Oaten-Dudley H. Ward), 379 Collins St., Melbourne, C.I. PHONE MU 4725.

Hudson Fysh, Managing Director of Qantas Empire Airways

WITH an experience of airline operation as long as Australian civil aviation itself, Hudson Fysh is today Managing Director of Qantas Empire Airways, the oldest airlines company in the Empire.

Born on January 7, 1895, at Launceston, Tasmania, he was educated at Geelong Grammar School, Victoria. In 1914, he joined the 3rd Australian Light Horse Regiment as a trooper and served through the Gallipoli and Palestine campaigns. In 1916, he received commissioned rank as lieutenant in No. 1 Machine Gun Section of the 1st Australian Light Horse Brigade. Transferring in 1917 to No. 1 Squadron Australian Flying Corps, he became an observer and completed 600 hours in this capacity, being awarded the D.F.C. He graduated as scout pilot in 1918 at Aboukir and Heliopolos.

Early in 1919 the Australian Government offered a prize of £10,000 for the first Australian airmen to fly between England and Australia in a British aircraft within a period of thirty consecutive days. Hudson Fysh and a fellow A.F.C. lieutenant, P. J. McGinnis, decided to enter, and chose as their engineer Arthur Baird (now Works Manager of Qantas). On the eve of their departure for England the sudden death of their backer, Sir Samuel McCaughey, put them out of the running.

Fysh and McGinnis were then commissioned by the Federal Government to survey a Longreach-Darwin air route. This trip was accomplished by car, and landing grounds were prepared and supplies laid down for the first England-Australia flight. On this survey the car journey from Burketown to Booraloola was accomplished in the face of great difficulties. The trip had never been made by car before, owing to the soft sand and difficult river crossings, which were only negotiated with the assistance of a team of horses after cutting away several river banks.

At Darwin, Hudson Fysh officially met Sir Ross Smith on arrival and certified his machine as eligible for the £10,000 prize.

The following year Hudson Fysh again crossed Australia by car—except for the 70-mile stage between Boulia Downs and Booraloola, which he walked owing to a breakdown—and rejoined McGinnis at Cloncurry. It was here that discussions took place with Fergus (now Sir Fergus) McMaster, the well-known Queensland pastoralist, on the subject of commercial aviation and its possibilities in the outback. Another pastoralist, Ainslie Templeton, became interested, and Queensland and Northern Territory Aerial Services Limited was formed at the end of the year—it was from the initial letters of this title that the popular contraction "QANTAS" was evolved.

With McGinnis and Baird, Hudson Fysh arrived in Longreach in 1921, flying the Company's first two machines, which were Armstrong Whitworth war-type planes whose pay load did not exceed 400 lbs. During the ensuing months, Fysh piloted the first aircraft to

land at many outback Queensland places, including Stonehenge, Jundah, Windorah, Adavale, Quilpie, Thargomindah and Hungerford. General air taxi and joy-riding work was engaged in—all part of a plan to make the outback air-minded.

On November 2, 1922, Qantas opened its first service (it was also the first regular service in Eastern Australia). This was between Charleville and Cloncurry, which was flown in two stages, an overnight stop being called at Longreach. McGinnis was the pilot on the first stage, and Hudson Fysh flew the Longreach-Cloncurry section, taking as the Company's first regular airline passenger Alexander Kennedy, a well-known West Queensland pioneer. Hudson Fysh recalls that the average ground speed on this trip was 67 miles per hour—the lowest ground speed he ever recorded in those days was 44 miles per hour against bad head winds.

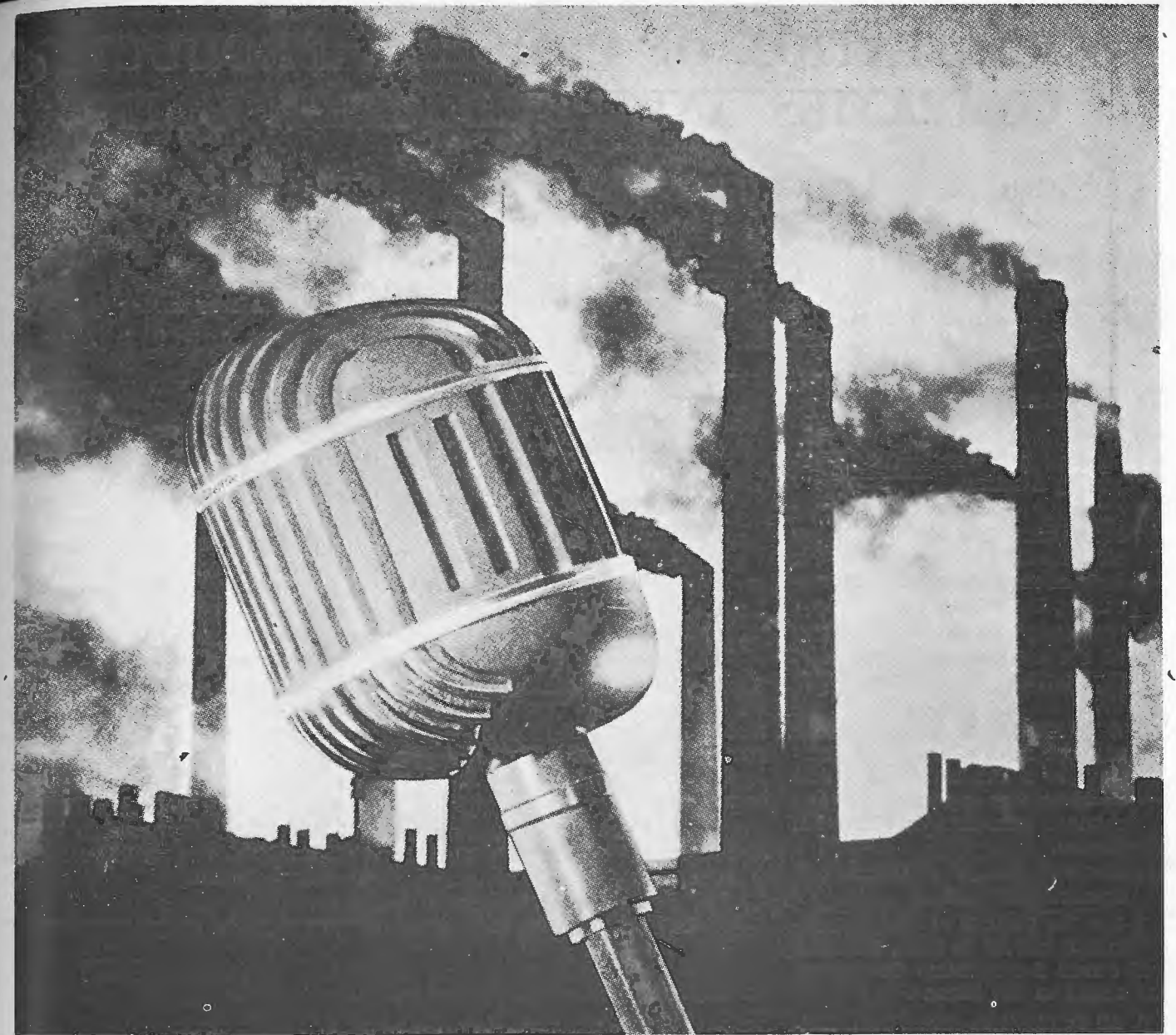
From 1923 to 1930 Hudson Fysh combined the duties of pilot and managing director. He flew the Prime Minister and Mrs. Bruce from Winton to Longreach in 1924, this being the first time an Australian Prime Minister had travelled by air in Australia. He also flew Sir John and Lady Goodwin on their first flight, and Baron and Lady Stonehaven on the first of their many long air taxi flights in Australia.

With the moving of Company headquarters to Brisbane in 1930 he largely gave up active flying, although in 1931 he piloted the second experimental Australia-England airmail on the Brisbane-Darwin section, flying DH50J, "Hippomenes."

In 1933, he flew as a passenger from Australia to Karachi in the "Astraea", which journey was in effect a survey of the route over which Qantas Empire Airways (formed in 1934) later operated its Brisbane-Singapore service. During 1933, he toured England, Europe and America, studying commercial aviation. In 1937 and 1938, he visited England and the Continent again, these trips being mainly to arrange for the opening of the Empire flying boat service with the Australian terminus at Sydney, to which the Company's headquarters moved in 1938. The outbreak of war with Japan found him in Singapore, where he assisted to re-organise services. During World War II, Hudson Fysh's main efforts were directed towards the organisation of Qantas Empire Airways as a vital cog in the Australian war wheel.

As a member of the Executive Committee of the International Air Transport Association, he has played an active part in the re-shaping of international air transportation.

To-day the firm of which he is Managing Director—Qantas Empire Airways—has a staff of 2,300, a considerable increase on the initial 1920 staff of 3. The Company's air routes fan out from Sydney to Suva in the East, Raboul in the North and Karachi in the West, and the Company's aircraft fly 6,000,000 miles per year. The supervision of such a widespread enterprise nowadays gives Hudson Fysh little time to spare for his favourite outdoor pastime—trout fishing.



WHERE THERE IS SMOKE
THERE'S AN INDUSTRIAL MARKET

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Industrial Workers in

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ACCREDITATION OF PROGRAM PRODUCTION COMPANIES AND PRODUCTION UNITS

Rules of Accreditation Tabled Before PSCB

In evidence before the Parliamentary Standing Committee on Broadcasting at Canberra last week, A.F.C.B.S. president, Mr. J. E. Ridley, tabled the Federation's Rules of Accreditation for program producing organisations, and stated that the Accreditation Bureau would come into operation as from July 1. Following is the complete draft of the Accreditation Rules:—

1. DEFINITIONS:

- (a) "Federation" means Australian Federation of Commercial Broadcasting Stations.
- (b) "Bureau" means the Federal Programme Accreditation Bureau established by the Australian Federation of Commercial Broadcasting Stations.
- (c) "Secretary" means the Secretary of the Australian Federation of Commercial Broadcasting Stations.
- (d) A "Producer" is, for the purpose of these rules a Producing Company or a Production Unit who or which has applied for or has obtained accreditation from the Bureau.
- (e) "Station" means a Commercial Broadcasting Station.

2. For the purpose of this Accreditation full powers to issue, withhold and cancel Accreditation Certificates are vested in the Bureau.

3. All applications for accreditation or renewal of accreditation shall be made to the Secretary on the form prescribed for the purpose and shall include a signed undertaking to abide by the Rules of Accreditation and be accompanied by the prescribed fee. Such application shall be supported by whatever evidence may be required by the Bureau that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these Rules.

4. A Producer will be accredited for Federal purposes, even though he is operating in only one State, and the prescribed fee shall be £15/15/0 per annum. A Certificate shall be issued to the Producer accredited.

5. Applications for Accreditation shall be made individually by Producers whether trading as individu-

als, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the Company's Articles of Association.

6. Only such Producers as are accredited in accordance with these Rules shall be eligible or entitled to have programmes broadcast by Federation Stations.

7. The period of Accreditation shall not exceed twelve (12) months and shall terminate on the 30th June each year, and accredited Producers may apply for renewal of Accreditation accordingly.

8. The Producer shall conform strictly to the Federation's Code of Broadcast Advertising Standards as set out in Parts 1 and 2 of the Standards of Broadcasting Practice, issued 1st January, 1946.

9. The Producer shall conform to the engineering standards adopted by the Bureau, copy of which is attached to these rules marked Appendix '1'.

10. The Producer shall endeavour to see that all recorded advertising contained in a programme is clean, honest and truthful advertising conforming as far as ascertainable to the Federation's Standards of Broadcasting Practice.

11. Should a Producer retire from business, the accreditation shall forthwith lapse.

12. In the event of a Producer reconstructing its business or effecting any changes in its proprietary, the Secretary shall immediately be advised and its accreditation shall be subject to review by the Bureau in the light of the information tendered, and unless continuance be approved shall lapse and a fresh application for accreditation shall be necessary.

13. The Accreditation of a Producer may be withdrawn if, in the opinion

of the Bureau, the Producer has acted in a manner prejudicial to the best interests of Radio and the Federation.

14. The Bureau may at any time call upon a Producer to give warranty of the Producer's copyright in any programme being produced. Should the Producer fail to furnish such proof, the Bureau may withdraw the Producer's Accreditation.

15. If, in the opinion of the Bureau, the standard of any programme infringes the technical or other requirements of these rules, the Bureau may so inform the Executive Committee and, if the programme does not conform to the requirements of that Committee, it may order that certain episodes be re-cut, or other appropriate action taken.

16. The Bureau shall be the sole arbiter upon the interpretation of these Rules and Regulations, and any question or questions arising from or not covered by them, and its decision or decisions shall be final, but neither the Bureau nor any member thereof shall be liable to be sued by reason or in respect thereof.

P. & A. JUDGES



Pictured above are the judges for the 1947 P. & A. Parade: Haydn James, standing and Clarrie Gange, seated. Maples P. & A. Parade originates through 3KZ Melbourne and is relayed to country stations.



IF YOU SUPPLY THE GOODS, 3KZ
WILL SUPPLY THE CUSTOMERS ..

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Sydney Representative: A. L. FINN, 65 York Street :: BX 2597

New South Wales

Members of the Hosiery and Knit Goods Association of N.S.W. have protested to the Minister for Customs (Senator Courtice) against the personnel of a delegation being sent to Japan with authority to spend £A3 million for the purchase of textiles. The delegation will be led by Mr. C. K. Davis of the Department of Supply and includes Messrs. H. Wrigley, of the Department of Commerce, G. T. Richard, a textile expert of the Department of Customs and the managing director of Bentely and Sons, D. I. Dickie, nominated by the Associated Chambers of Manufacturers. Complaint was that the three civil servant members lack experience and that the manufacturer's representative had not been nominated by any organisation representing textile trade interests. The association warned the minister that they will not accept responsibility for payment of purchases which may prove unsatisfactory.

Commenting subsequently, the director of the Chambers of Manufacturers (Mr. Withall) said that the criticism of the Hosiery and Knit Goods Association was based on insufficient knowledge of the facts. The Chambers of Manufacturers was well satisfied with the members of the delegation who were well acquainted with Australia's textile requirements.

Wine producers in N.S.W. claim that a recent price increase in fortified spirit fixed by the Prices Commissioner is unfair. Under the National Security Regulations the fixed price for fortified spirit, most of which comes from Renmark and Berri (S.A.) and Mildura (Vic.) was 8/6 a gallon, but distillers said that it was not possible to produce at that price and obtained a new maximum price of 12/6. Since then it has been contended by small wine producers that the new figure is far above the market value. The secretary of the Australian Wine Producers' Association of N.S.W. (Mr. F. Powell) said on March 24 that this was a complete departure from the principle of price fixation. Certain distillers had immediately demanded the full maximum when a reasonable new fixed price would have been about 9/- to 9/6 a gallon.

Secretary of the Australian Exporters' Federation (Mr. A. R. J. Birch) said in Sydney on March 24 that, through her inability "to deliver the goods" Australia had lost from £15 to £20-million in export trade. This figure in itself was relatively small compared with the loss of goodwill and the opportunity to secure and extend existing markets. He said that, although the deterioration of overseas goodwill was being felt to some extent now, the full repercussions would not become obvious for two or three years. On the other hand, another report, also from Sydney shows that Australian exporters are pressing the advantage in some quarters. It was announced by Mr. Louis Williams, managing director of L. J. Williams and Co. Ltd., of Port of Spain in Trinidad that the Australian export trade to the British West Indies, now worth £500,000 a year will be expanded to £2,500,000 through the inauguration of a new direct trade route. Mr. Williams, who was addressing a press conference in New York, following his recent visit to Australia, revealed that initial shipments by the new route arrived in Port of Spain in February. The goods were carried in the freighter "Defender," of the American Pioneer Line, which has agreed to provide one ship a month for direct service between Australia and Trinidad, via the Panama Canal. Previously shipment to this quarter had to be consigned to New York or San Francisco.

Expectations that Australian film makers would have tools to produce cinemas on a par with those made anywhere in the world within a year and that a film plant would be established in Sydney, are reported by AP from America, where producer Ken Hall is seeking to buy equipment. Mr. Hall spent considerable money for studio equipment in London but in America, he has been restricted by local supply and restrictions on currency and exchange. He said that he was of the opinion that the Australian Government would assist producers by making dollars available, adding that it will mean more prestige for the Commonwealth if the industry could be established here. He is expected to leave for Sydney by Pan-American, on April 6.

Further inflow of British capital was announced by the Minister for

Post-War Reconstruction (Mr. Dedman) in Canberra on March 22. He said that a satisfactory arrangement had been made to sell to the De Havilland Aircraft Co., buildings in Bankstown, N.S.W. Mr. Dedman said that the Government welcomed the extension of the De Havilland activities in the Commonwealth, since it was essential that Australia should keep abreast of latest overseas developments in construction and design.

The number of motor vehicles registered in Australia at the end of 1946 totalled 1,009,463—an all-time record, the N.S.W. Commissioner for Road Transport (Mr. Neale) said last week. This represented an increase of 96,096 motor vehicles in a year. The registrations included 565,880 cars, 357,937 lorries, 3,843 omnibuses, and 81,798 motor cycles. The figures in New South Wales were 196,598 cars, 121,739 lorries, 23,499 motor cycles, and 1,103 omnibuses.

Victoria

Carlton land, purchased for £25 seventy years ago was sold on Rathdown Street in the Melbourne suburb recently for £40 a foot. Nine properties in Carlton and Fitzroy were sold at auction on March 19 for a total of £13,075. More than 200 people attended the sale and only two of the properties had to be balloted for.

Proposals are in hand for the establishment of a new company for the production of upholstery woollen cover cloths at Seymour, Victoria by Woolcord Fabrics Ltd. The extent of the share issue is not yet known, being subject to approval by the Capital Issues Board. Plant and technicians will come from England.

Recently three factories were opened in the Western District by the Victorian Minister for Decentralisation (Mr. Stoneham) who officially opened the Edna Hosiery and Glove Manufacturing Co.'s two works at Mortlake and Terang on March 25 and, on the following day, the C.E. Beeston Pty. Ltd.'s new factory at Coleraine, where water-proof garments will be made.

Comparing Australia's record of time wasted through industrial disputes with other countries the I.P.A. Review (issued by the Institute of Public Affairs, Victoria) says that disputes in Australia have rapidly increased in severity since 1931. "Severity of our disputes," says the journal, "is about four times greater than those of Great Britain and Canada, over three times greater than those of Switzerland, and even considerably heavier than those of the turbulent economy of the intensely industrialised United States." The average yearly loss on the basis of working days lost per thousand employees engaged in mining, industry and transport in the 17 year period 1927-43 as published by the International Labor Office was, Australia (1,174), New Zealand (186), Canada (247), South Africa (48), Great Britain (295), U.S.A. (717), Sweden (1,261) and Switzerland (83).

Tasmania

Speaking in the House of Representatives on March 21, the Minister for Post-War Reconstruction (Mr. Dedman) announced that the Commonwealth Government had approved lease to the Tasmanian Government of dehydration factories, at Scotsdale, Ulverston and Smithton. These factories would be sub-let later to selected industries by the Tasmanian Government, Mr. Dedman added. In a further statement Mr. Dedman said that the sub-committee on secondary industries had also discussed the use of aluminium rolling mills plant acquired by the Commonwealth during the war for defence purposes. This plant, he said would be sold by the Munitions Department as agents for the Disposal Commission. It would not however, include the extrusion plant which was to be retained by the Commonwealth.

Indicating the progress of the Launceston Bank of Savings over the past 40 years the manager (Mr. S. R. Tyson) in a half-yearly report to February 28, revealed that profit for the half-year was £23,055 as compared with £829 in 1907. In 1907, 18,108 accounts existed while today there are 76,332 and deposits have increased from £403,254 to £5,734,211.

Queensland

Outlook for the 1946-47 cotton crop is promising in the northern state. Seed for planting 18,000 acres has been distributed, which represents an increased acreage in all districts. Production of 1,809,000 lb. of cotton in Queensland last year was the lowest since the state's cotton crop was re-established in 1921. The area planted had dropped to 8000 acres from 17,000 acres in 1944-45 due to labor difficulties. In 1943-44, 41,000 acres yielded 9,540,000 lb. of cotton.

Queensland's wool cheque this season has already reached £11½ million. With three series of sales still to be completed in Brisbane for the current wool season, a record £16 million wool cheque for the State is now in sight.

Charles Hope Ltd. is to build a £250,000 factory for the manufacture of refrigerators and electric stoves on 12 acres of land at Hamilton, Brisbane, not far from the Ford Works. The company expects that it will employ 1,000 employees when the factory is completed and that its present output, valued at £500,000, will be increased to more than £1 million a year in five years.

In the five weeks ended March 21, Blair Athol Coal and Timber Co. Ltd. produced 13,570 tons of coal from its open-cut mines. This is a record. The average output at present is 570 tons daily, but the company's target is 1,200 tons. At present the company employs 85 men.

A young American ex-serviceman, Leon Black, has successfully launched The Guild Cafe Theatre in Adelaide Street, Brisbane—a novel and unique new enterprise, run on a semi-co-operative basis with patrons of the art, actors and the general public as its investors. This modernised theatre, because of its mobile state, can in one day serve many different types of functions, viz., musical lunch, shifting to an auditorium for the purpose of lectures, etc., then again back to the theatre at night, and finally as a supper cabaret after the theatre show, when the entrance doors are thrown open for outside cinema goers, etc., to obtain supper and music—~~with~~ no

cover charge. Throughout the season there will be a series of cabaret nights with leading local and southern artists engaged for the floor show, including Ted Shawn, American male dancer. Eugene O'Neill's play "Mourning Becomes Electra," running time 5 hours 13 minutes (with early supper served between acts) commencing in May, should test theatre-goers' fortitude in play going and play "sitting."

For the first eight months of the present financial year the expenditure on State main roads was about £2,023,000, compared with £1,188,000 for the corresponding period of 1945-46.

Western Australia

Negotiations are at present taking place between the West Australian Government and the Commonwealth Government for the formation of a permanent whaling station in West Australia. Referring to the matter in Canberra the Prime Minister (Mr. Chifley) said that while Australia had not yet been allotted a production quota by the international authority controlling whaling, there was no bar to her entry into the field. This would mean that until agreement was reached, the Australian expedition would have to operate in open competition with other expeditions, ceasing operations when the agreed total catch is taken. It is also likely that a base will be established at Hobart, Tasmania.

Building permits issued by local government authorities in the Perth metropolitan area during February, included 17 for brick houses, valued at £18,000 to be erected for the Commonwealth-State Rental Scheme. Ten of these valued at £10,500 were commenced during the month by the Public Works Department. In addition, 121 permits involving an aggregate expenditure of £26,833 were issued for additions and alterations, of which three were for offices and banks. The sum to be expended was £10,201. Nine additions to factories were agreed to at a cost of £8,680.

NEW TELEPHONE NUMBER

The new telephone number in Perth for the Whitford Broadcasting Network (6AM, 6PM, 6KG, 6GE) is BA 2201 (3 lines).

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Although Mr. Bartlett would not comment upon the suggestion, it is thought in trade circles that the development will herald the establishment of quite a sizeable radio division of the L. V. Bartlett agency, which, although handling a number of very large accounts, has not in the past had a reputation for being as "radio-minded" as many other agencies.

YOUNG TENOR'S TWO-YEAR ENGAGEMENT FROM TALENT QUEST WIN

Lloyd Martin, 21-year-old Brisbane tenor, won the grand final of the Wallace Bishop Talent Quest, which has been conducted during the past twelve months on stations 4BK/AK/IP at 6.30 every Sunday night. Mr. Harry Wren of the Cremorne Theatre, who was one of the adjudicators in the Quest, was so impressed with Mr. Martin that he has contracted for his services for two years.

The conditions of the Quest set out that the winner would receive a £50 cash prize donated by Wallace Bishop's, together with one month's contract for the Cremorne Theatre. Besides appearing at the Cremorne in Brisbane, Mr. Martin will appear at Mr. Wren's theatres in Tasmania and Adelaide, and in all probability at the Sydney and Melbourne Tivoli

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"The station is situated at Jolimont, close by the Melbourne cricket ground, and the tower on which the antenna is placed is some 200 feet in height, while the actual radiating system, which consists of a tubular mast is erected on the top of that tower, and is about 30 feet high. The output power of the station is 2kW., and it is operating on a frequency of 91.1 megacycles per second.

"A similar transmitter to that now operating in Melbourne has been built for installation in Sydney. It will be on exhibition at the Royal Show at Easter, and immediately afterwards, it will be installed on a site in North Sydney. Its power also will be 2 kW., and its operating frequency will be 92.1 megacycles per second."

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The move marks also Pioneer's first radio feature sponsorship. About the time United Services Publicity, Melbourne agency, took over the account eight months ago Pioneer started using occasional spot announcements dealt in the main with last minute schedule arrangements for their motor coach tours. Pioneer find that the majority of their tourists are women-folk and the women's sessions in radio were "a natural." Consequently when it was recently decided to enter the feature field, managing director Reg Ansett and his advertising consultants readily agreed on the wisdom of morning time for a serial. Their choice fell upon the Hickling produced "Anne of Green Gables" which was made in the 3DB studios in Melbourne.

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Sales Tax on Advt. Materials

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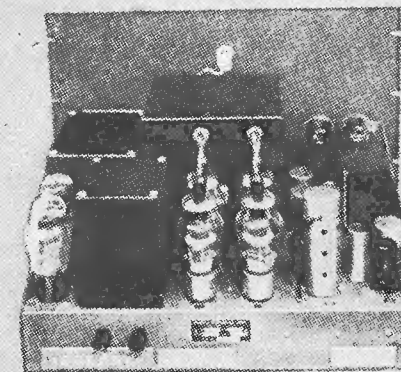
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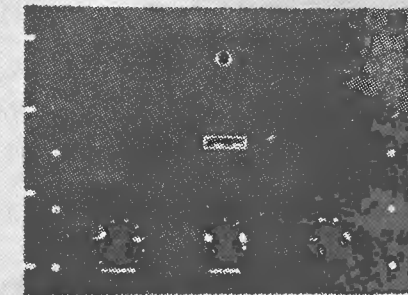
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76 CLARENCE STREET, SYDNEY. B 3908

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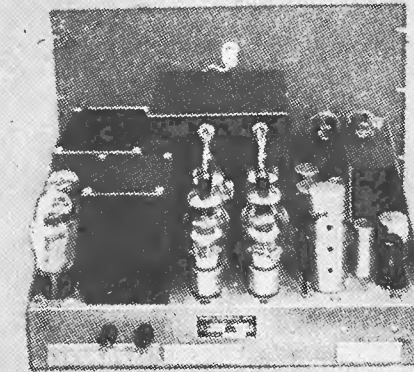
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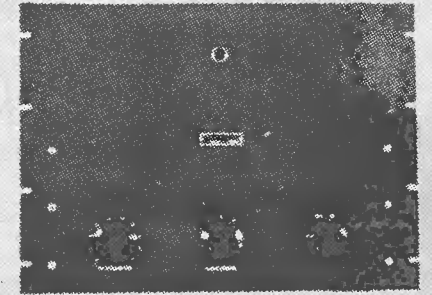
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"Does Radio give Public Music It Wants?" asks Morris C. Hastings in the "New York Times"

American radio now is bringing to its audience as much good music and of as wide a variety as the public wants. This is the opinion of the majority of network men who are responsible for the presentation of so-called "serious music" on the air. The judgment is based on the Hooper and Nielson ratings and elaborate surveys of the public taste such as those conducted by Lazarsfeld and Stanton, or that taken of the radio preferences of American soldiers during the war.

While they admit these surveys and ratings may not be completely satisfying in view of the limited number of people and localities surveyed, network officials say that they are the best available means of determining what the public wants to hear.

In brief, analysers of these public examinations find, as might be expected, that there is a larger audience for Bob Hope or Jack Benny or Fred Allen than for good music, and that more people prefer familiar light classics to symphonies, string quartets and even operas. Small as the number of good music devotees may be in comparison to the groups who demand comedy on the radio, they still make a sizable bloc that forms a considerable part of what is called "the significant minority."

Charles Barry, national director of programs for the American Broadcasting Company, states the networks' attitude toward fine music programs when he says:

"American radio is serving the 'significant minority' of music lovers abundantly. On A.B.C. (American Broadcasting Company) alone we are giving audiences the Boston Symphony, the Metropolitan Opera and the Detroit Symphony—all in sponsored broadcasts. In addition, we offer sustaining orchestral programs, some featuring American music and others interesting new works. All these programs, both commercial and sustaining, are being presented at times that make for convenient listening."

CALLS STANDARD HIGH

James Fasset, supervisor of serious music programs for the Columbia Broadcasting System, enlarges on this with the remark:

"Never before in its history, I think, has radio featured music programs of such high standard and variety. C.B.S. has on its regular weekly schedule concerts by two top-ranking orchestras—the New York Philharmonic-Symphony and the Philadelphia. Besides these, there are our programs "Invitation to Music" and the Juilliard School broadcast, on which the listener may hear rare and significant orchestra and chamber music such as Stravinsky's 'Persephone' or a rarely performed work of Mozart for an unusual combination of instruments. And then we have concerts by the Rochester Symphony, which devotes itself to the more familiar orchestral works."

In answer to the complaint that so many of these C.B.S. programs are put on at inconvenient times—all but the Philharmonic-Symphony and the Philadelphia are heard at 11.30 various weekday evenings—the network explains that because radio is a commercial affair, best listening hours must be reserved for what are known to be the most popular programs and that those designed for the "significant minority" must be relegated to the second-best times.

SIZE OF AUDIENCE

Discussing "Invitation to Music" and the audience for fine music, Davidson Taylor, vice president and director of programs for C.B.S., says: "When 'Invitation to Music' broadcast Stravinsky's 'Persephone,' we extended the program time to a full hour in order to permit the broadcast of the complete work. We estimate that possibly three to four hundred thousand persons listened. This is obviously a comparatively small audience. If we had put it on earlier in the evening we might have had a slightly larger audience, but it still would have been small compared to what we

This article by Mr. Hastings in a recent Sunday edition of the "New York Times" may well reflect a parallel line of thought in regard to Australian broadcasting of music. It is a well-established fact that there is a very great similarity of musical tastes throughout at least the English-speaking countries of the world with the same proportionate minority and majority tastes for the various shades of musical works and types.

have come to expect in the way of an audience in mid-evening."

Even within the networks and larger radio stations there are in varying degrees dissenting voices, however. Sylvan Levin, music director for W.O.R., believes that the public is not getting so much fine music as it wants at the moment, but it will in time.

"Radio," he says, "is a commercial venture, and in commercialism fine music is a luxury, the first thing to be taken off in hard times, the last thing to be restored in good times. We will hear more good serious music on the air when radio executives are genuinely convinced that there is an increasingly substantial audience for it. Criticise it though we may I believe the state of music on radio now is a healthy one. It is going through an experimental period, and we must not expect an overly rapid change. Listeners themselves can help bring about improvement by writing their criticisms and by making their likes and dislikes known to the men who operate the radio networks."

DISSENTING VOICE

Says Frank Black, general music director of the National Broadcasting Company: "Those who like fine music are not getting as much of it as they want on the radio at the moment, while those who like popular music and semi-classics are getting too much of them. Nor do I think that the music public is getting exactly what it wants, any more than it is in the concert hall. One of the great difficulties is that the networks in making up their advance programs do not have any system by which they let one another know what symphonic works they are to play. Thus, it is quite possible that the radio audience will hear three different performances of Tchaikovsky's Fifth

(Continued on opposite page)

GRAEME BELL BAND IN DEPARTURE EVE BROADCAST

Great interest has been aroused in jazz circles in Sydney with the announcement that Station 2CH has secured Graeme Bell's Melbourne Dixieland Band, due to leave shortly for overseas, to give a special broadcast during the band's brief stay in Sydney.

Sponsored by Suttons Pty. Ltd., of York Street, Sydney, the band will be heard through 2CH on Wednesday, April 9, at 8.30 p.m., when popular radio compere Bob Pollard, associated with several favourite sessions on 2CH, will present the show, and Frank Coughlan, one of Australia's best known dance musicians and band-leaders, will be the station's guest, and, on its behalf, will wish the Graeme Bell combination the best of luck on its journey overseas.

Radio and Music

(Continued from opposite page)

Symphony in as many days. This leads to limitation of variety.

"Another handicap, I believe, is the crowding of so many important music programs into the week-ends so that the music-loving public is surfeited by Sunday night, and then is starved by the following Saturday.

"The only way to get more fine music programs on the radio is through the efforts of the public itself. When surveys, ratings and letters prove conclusively that there is an increasing demand for good music, then radio will bring it to listeners in more generous amounts."

If you require High fidelity reproduction, combined with the latest development and sound recording technique—then your obvious choice is

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408th BROADCAST OF LUX THEATRE



At the conclusion of the Lux Radio Theatre 8th Birthday program on March 16, the sponsors, Lever Brothers Pty. Ltd., entertained a party in 2UW's banquet room. Mr. W. McPherson, managing director of the company, played host to producer-director Harry Dearth, Catherine Duncan, John Tate and other members of the cast which staged Lux's 408th broadcast. He was assisted by Mr. W. D. Phillips, general manager of Lintas, Messrs. T. B. Wallace, A. Benson and M. Adams. J. Walter Thompson was represented by Messrs. L. R. Coleman, managing director, and T. Moloney. General manager of 2UW, John Taylor, and sales manager Francis Levy were also present. A feature of the birthday broadcast was a radiophone interview with Ron Randell. Messrs. N. P. Pery and J. Joel of Columbia Pictures, with whom Randell is under contract, attended the broadcast and birthday party. Photo above shows Messrs. N. W. Pery (Columbia Pictures), W. McPherson (Lever Bros.), Harry Dearth and L. R. Coleman (J. Walter Thompson) in informal mood at the party.

S.A. EXHIBITION OPENED

The Royal Adelaide Exhibition was opened by the Governor (Sir Wilmoughby Norrie) on Friday, March 21. The Governor was supported by Mr. Playford, S.A. Premier; Mr. P. Motteram, president of the Chamber of Manufactures, and the chairman of the Adelaide Chamber of Commerce, Mr. O. L. Isaachsen.

The speeches were conveyed through the sound system to an audience of ten thousand. To do this, Phillips erected a special sound control booth in the Centennial Hall. In it there is a master station and mixer panel giving full control of the sound volume in various parts of the showgrounds.

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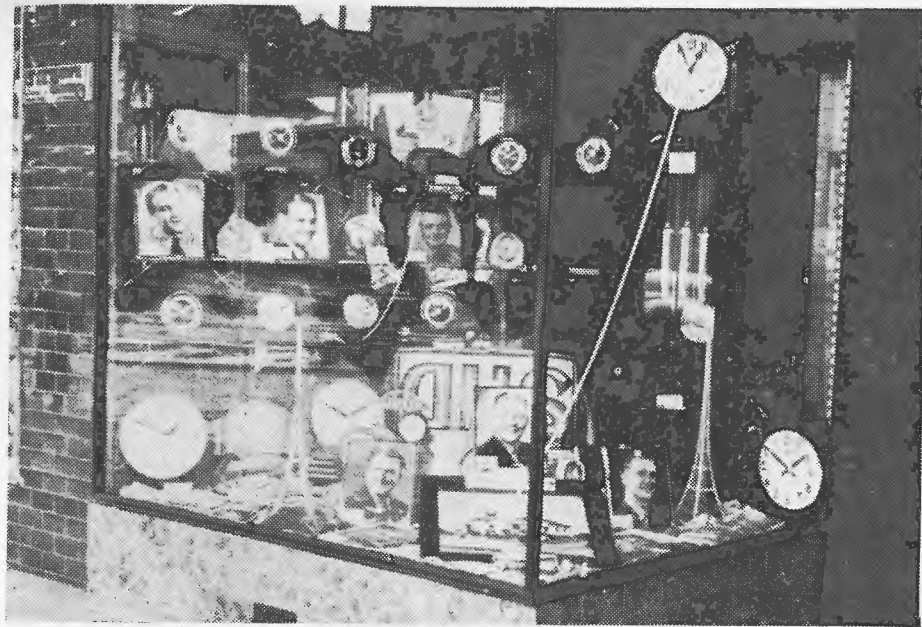
Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.
MU 3115

Telegrams: "Selos" Melbourne

SPONSOR USES WINDOW DISPLAY FOR MERCHANDISING



Rogers' Gift Store, Newcastle, who sponsor the time service on 2HD Newcastle, recently created a special window display in conjunction with 2HD, featuring a number of their clocks interspersed with portraits of 2HD personalities, plus an attractive set up of radio masts to give the display a radio atmosphere. A highlight of the display was the first public appearance of a special portable 2HD neon sign which will be used for outside broadcasts and reports to hand say

Above is a photo of Rogers' Gift Store window of Hunter Street, Newcastle, showing their special tie-up of Rogers' time service with 2HD. In the background can be seen the new portable Neon sign used by 2HD.

that this sign has so far attracted remarkable attention. S.T.C. Radio Sales and Service, another 2HD sponsor, supplied a mantel model radio for the display. The sponsors report that they sold a record number of clocks during the display.

AN HISTORIC BROADCAST FROM BALLARAT



Scene at the council table of the Ballarat City Council meeting early in March when recordings were made by 3BA Ballarat. The station claims that it was the first time in Australian broadcasting history that a broadcast had been made of a council meeting. The station co-operated with the A.B.C. in acceding to a request from the National stations for portion of the broadcast. From nearly an hour of recording, 3BA made up a 15-minute feature for Ballarat's "In Town This Week" Friday night broadcast.

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COMMONWEALTH POWER STATISTICS

In a survey issued by the Commonwealth Statistician (Roland Wilson) at Canberra on March 13 it is revealed that there were 371 generating stations employing 6,220 persons, engaged in the production of electricity in Australia in the year 1944-45.

The total value of the output was £17,565,000, salaries and wages paid amounted to £2,307,000. Plant and machinery to the value of £30,867,181 was employed. The value of land and buildings at June 30, 1945, was £9,033,473.

The following table gives the capacity of the generators installed and the motive powers used:—

Motive Power	Effective Capacity Kilowatts	Maximum Load Kilowatts
Steam (reciprocating) ..	16,036	12,477
Steam (turbines) ..	1,417,441	1,309,488
Gas ..	11,930	9,157
Petrol or other light-oil engines ..	1,455	1,154
Diesel or heavy-oil engines ..	95,382	68,980
Hydro ..	220,507	207,980
Totals ..	1,762,751	1,609,039

This represented a total installed horse-power of 2,716,541, using fuel during the period to a total value of £6,050,399.

EXPANSION OF BROADCASTING IN INDIA

An eight-year plan which should form the first stage of the development of broadcasting has been approved by the Development Board of the Government of India.

The main features of the plan are: The installation of eight high-power medium-wave transmitters for urban programs, two each at Bombay, Calcutta, Madras and Delhi; the installation of three 3 kW. medium-wave transmitters for rural programs, one each at Bombay, Calcutta and Madras; the installation of two high-power and one 20 kW. medium-wave transmitters at Allahabad; the installation of 20 kW. medium-wave transmitters, one each at Karachi in Sind Province, Nagpur in the Central Provinces, Bezwada and Calicut in Madras Province, Ahmedabad and Dharwar in Bombay Province, Cuttack in Orissa Province, and Gauhati (or Shillong) in Assam Province; and the construction of studio buildings at Madras and Calcutta as well as provision for additional office accommodation and studio facilities at existing broadcasting centres.

OVERSEAS RADIO HIGHLIGHTS

The American nation's department stores, whose advertising budgets total \$307 million, will enter the field of radio this year with a weekly, hour-long show sponsored by a new organization known as "America's Leading Department Stores." The show is aired simultaneously in all markets, but only the member store's commercials will be heard in the market in which that given store operates.

A new "package" of radio programs, designed by the Advertising Department of the American Bankers' Association and recorded by NBC, consists of 30 recorded 4½-minute dramatizations which furnish the public with information about bank credit. Each program deals with a loan problem and shows how the intelligent use of a loan from a bank provides the answer.

On March 30, 1947, short-wave broadcasting station PCJ at Hilversum in Holland, celebrated its first 20 years in world-wide broadcasting under the technical and administrative guidance of the Philips Radio organization. This famous station is not-

able for its "Happy Programs," produced by announcer and station Director Edward Startz, who has been at PCJ microphone from the inception of the station. Mr. Startz will be visiting Argentine and Brazil during April and his voice will be heard as guest announcer from many leading South American stations.

Norman Corwin's "One World" tour broadcasts are creating enormous interest throughout America among listeners to CBS network, but none created more interest or a better impression than his episode on Australia which was broadcast on March 25—allegedly to an audience of 12 million listeners. It is understood that the Corwin broadcast on Australia along with other Corwin features will shortly be broadcast by the A.B.C.

"STATE OF THE NATION"

Describing the "state of the nation" in the House of Representatives on March 25, the Prime Minister (Mr. Chifley) said that in July 1939, employed civilian wage and salary earners totalled 2,061,000 and in December, 1946 there were 2,460,000 (the highest recorded) and the upward trend was continuing. He said that the average numbers of wage and salary earners working in 1938-39 and 1945-46 were 2,067,000 and 2,200,000, and wages and salaries paid were £432,000,000 and £610,000,000 respectively. In the period the average number employed increased by 6½ p.c. and wages and salaries went up by 40 p.c. Between 1920-21 and 1938-39, unemployment was never less than 7 p.c. of the available wage and salary earners, and it reached nearly 30 p.c. in 1932. In July, 1939 it was 12½ p.c., and in December, 1946 not much over 2 p.c.

RADIONIC EQUIPMENT

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



RADIONIC PRODUCTS

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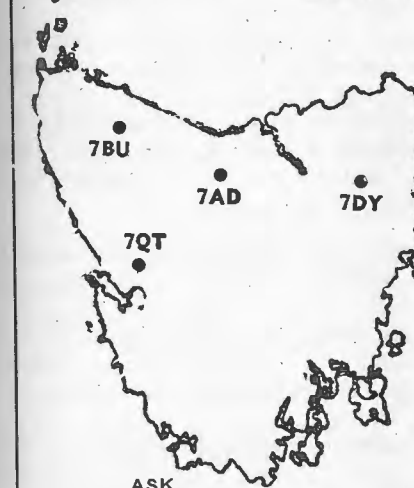
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Make 4BU your salesman
to this rich rural market

A unit of the Macquarie Network

Representatives:
Sydney: Macquarie
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TASMANIAN COASTAL NETWORK
7BU 7AD
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7QT 7DY
QUEENSTOWN DERBY



ASK STANFORD ALLAN or A. L. FINN
MELBOURNE SYDNEY

WHY EVERY NATIONAL CAMPAIGN
MUST INCLUDE THE
TASMANIAN COASTAL NETWORK

FARM SERVICE BROADCASTS POPULAR IN U.S.A.

There had been remarkable progress in the development of special farm service broadcasting in America since 1933, Mr. Wallace Kadderly, agricultural editor of Station KGW, Portland, Oregon, told "B.B." a few hours after his arrival in Australia last week.

Mr. Kadderly, who was formerly head of the radio section of the U.S. Dept. of Agriculture, is in Australia at the invitation of the A.B.C. to advise on national service farm broadcasting in the Commonwealth.

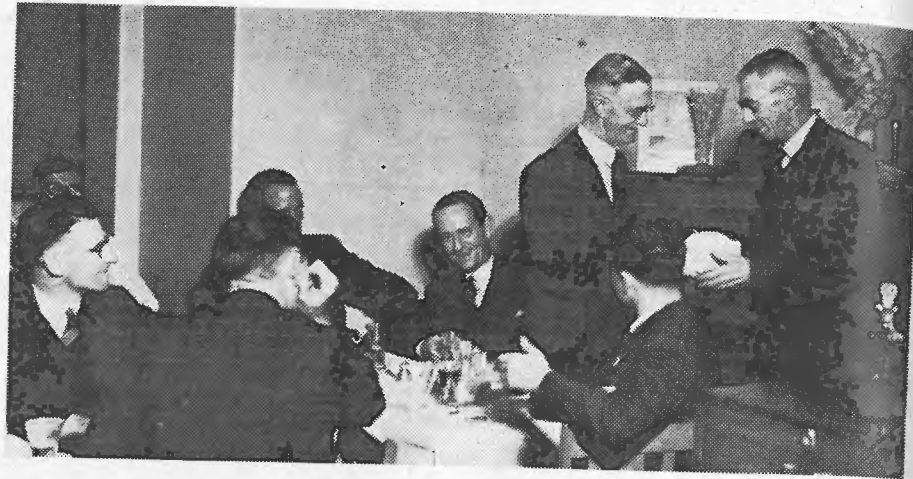
By a strange coincidence Mr. John Green, the B.B.C.'s Agricultural Liaison Officer, is also in Australia at the present time. Both men will this week see for their first time the world famous Royal Agricultural Show at Sydney Showgrounds. Both men in their respective countries were very directly responsible through properly arranged broadcasts in stepping up wartime food production.

Mr. Kadderly said last week that about 15 stations throughout America carried special regular farm programs in 1933 when he first became associated with Dept. of Agriculture. Today over 300 stations provided regular farm feature programs. Although carrying sponsorship of commercial spot announcements in all cases, these programs were maintained and completely controlled as to content by the stations or networks involved in cooperation with the various rural governmental authorities. The biggest individual farm program was NBC-Federal Agricultural Dept.'s National Farm and Home Hour. It is under "courtesy" sponsorship by a firm of farm machinery manufacturers who, fore and aft the hour, are allowed a short announcement which barely more than mentions the sponsor's name and brands. No products are mentioned at all.

KNOX DRUG COMPANY SPONSOR NEWS SERVICE

The Knox Drug Company (to advertise Nixoderm, Mendaco and Cistex) have contracted with 2UE Sydney for 12 months sponsorship of the 7.45 a.m. news service. This company, which has been a consistent advertiser on 2UE for nearly 3 years, is sponsoring the news service instead of renewing their "spot" campaign. Account is handled by W. T. McClelland Agency.

Nilsen Director Going Overseas



Cr. O. J. Nilsen, managing director of O. J. Nilsen Enterprises and of 3UZ, making a presentation to associate director Mr. C. B. Lewis prior to Mr. Lewis' departure on a holiday trip to the U.K. Smiling at the photographer is "Bill" Pitt, 3UZ sales manager.

"RUMPUS ROOM" OFFERS RADIO CHANCE

Since the "Rumpus Room" had its first airing on 2UE on January 28, an average of 300 listeners have been writing to the station each week for invitations to the session, and an average of 300 listeners have been phoning each week for particulars of the session or to request recordings.

Its attraction perhaps lies in the most recently developed mass wish—to run a radio program. The enthusiastic "assistants" in "Rumpus Room"—about 30, are officially invited, the remaining 100 to 150 gate-crash—read "trailers," ad-lib opinions on various records and artists, sing or play the piano if they want to; they secure first hand criticism of their efforts on the air by telephone (in the studio itself) from their people or friends listening at home.

Marks are awarded by the producers for each person's efforts, and the best man and woman or boy and girl each week are permitted to compete their own show on the following Saturday at 8.30 p.m. With listeners asked to vote for the best team heard on Saturday morning during 13 weeks, the winners will then be eligible for the final against the three pairs selected as the best for the subsequent periods of 13 weeks making up the year. The best of the 4 final pairs will be offered an appointment to 2UE's announcing staff.

Originally compered by Bill Moloney, "Rumpus Room" every Monday to Friday at 5 p.m., until 6 p.m., is now compered by Wilson Irving, while Bill is on the sick list.

TWO NEW NATIONAL STATIONS OPENED DURING LAST MONTH

Two new National transmitters were opened in March—5DR Darwin on the 12th and 4QL Longreach on March 19. 5DR operates on 200 metres (1,500 kc/s.) with a power of 200 watts and supplements the short wave service to that area, while 4QL operates on 435 metres (690 kc/s.) at 200 watts and will give a local news service from Rockhampton.

Recordings were made by the Postmaster General (Senator Cameron), the Prime Minister (Mr. Chifley) and the chairman of the Australian Broadcasting Commission (Mr. R. J. F. Boyer) and broadcast from 5DR on the opening night. Transmission hours are: Sunday, 7 a.m. to 10 p.m.; Mondays to Fridays, 6.30 a.m. to 10 a.m., noon to 2.30 p.m., 5 p.m. to 10.30 p.m.; Saturday, 6.30 a.m. to 10 a.m., 11 a.m. to 11 p.m.

Senator Cameron and Mr. Boyer also spoke over 4QL in the official ceremony, together with the Minister for the Navy (Mr. Riordan) and the president of the Longreach Shire Council. Transmissions from this station will be the same as from other Queensland regionals. Sundays 6.45 p.m. to 12 midnight, and Mondays to Saturdays 6 a.m. to 12 midnight, transmitting music, talks and light entertainment. The present low power transmitter at 4QL will be replaced by a modern 10 kW. installation as soon as equipment is available.

A SUBSCRIPTION OF 10/- FOR 26 ISSUES WILL BRING YOUR COPY OF THIS BUSINESS NEWSPAPER TO YOUR OFFICE OR HOME EACH FORTNIGHT.

Radio Script Writing COMPLETE HOME STUDY COURSE AVAILABLE

Write for explanatory brochure to the

RADIO INSTITUTE OF AUSTRALIA
Cowell Buildings
Victoria Square, Adelaide

The most modern course in Script Writing in Australia, complete with Study Material, Sample Scripts, Correction and Criticism Service. The course is contained in ten comprehensive home study lessons clearly set out and neatly bound. The material becomes the personal property of each student.

Every phase of writing for radio is covered and every problem that is likely to confront the script writer is solved beforehand. The difficulties peculiar to the different types of session are dealt with in detail. The student is introduced systematically to the language of radio, continuities, news broadcasts, commentaries, commercials, children's and women's programmes, musical sessions, comedy, variety and personality programmes, dialogue, drama, adaptations, etc.

OVER
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OF THE
TOTAL
POPULATION
OF
WESTERN
AUSTRALIA
IS WITHIN
50 MILES
OF THE TRANSMITTERS
6PM-AM-KG-GE

Valve Excise and ABC Finances

(Continued from page 12)

paint, oils and grease is valued at over £23,000,000 per annum. The prewar output of Australian factories producing industrial metals, machines, implements and conveyances is valued at over £104,000,000 per annum. The annual prewar output of Australian factories producing valves was £180,000.

"Assuming there are now 1,250,000 valves sold in Australia, the 2/- war loading and 1/9 excise on each valve when distribution mark-up of 25%, 25% and 100% is added amounts to £731,250. In other words, the tax costs the public £731,250, of which £234,375 is paid into Commonwealth revenue. £496,875 is given to trade distribution channels which does not, of course, include the profits taken by the purveyors of valves who it might have been originally intended to punish by the tax.

"The sum of £731,250 is paid annually by 1,500,000 listeners. So that if the excise tax on valves was removed, it would enable the listeners' licence fee to be increased by 9/9d. per annum without listeners paying any more. The added advantage would be that £496,875 would go into Government revenue instead of into trade distribution channels.

"The existing licensing system provides for the payment of an annual fee of £1 by each listener, and where more than one receiver is used, a supplementary fee of 10/- for each additional receiver. Available statistics show that for every 20 licences there is only one supplementary fee paid and that if each listener paid sixpence per annum, those listeners who wish to extend broadcasting in

their homes would not be penalised to the extent of 10/- for each extension. It is seldom that all members of a family have the same listening sense or agree upon the choice of the many available programs. Great sums of money are paid to maintain multiplicity of stations to enable the listener to select a program to his mood or liking. But this selection is denied in nearly all those cases where members of a household use one receiver. It is just as necessary in family life to have a number of receivers as it is to have a multiplicity of available programs. Therefore any principle which, in practice, tends to prevent an extension of listening or selection of available programs is wrong. The happiness of family life or the popularity and admiration sought for broadcasting are not improved by domestic difference centered on a choice of artist, speaker or program. Unfortunately the only alternative with known methods of reception is an increase of one or more receivers.

"Of what use is the great payment in sending out simultaneously a dozen expensive programs to the man with one receiver who extends to his child the freedom of listening to a Crosby or Sinatra when he himself may not feel in the same mood?"

"LEAVE PASS" QUIZ WON AT £225

The Colgate sponsored quiz "Leave Pass," conducted by Jack Davey on Mondays at 8 p.m. on more than 30 stations, reached its highest prize total on Monday last when a contestant successfully answered three questions on music and was paid £225. On Easter Monday the contestants will all be men who lost their sight in World War 2.

4LG CENTRAL QUEENSLAND

The sales medium that effectively covers the rich, rural market of Central Western Queensland and a ready made audience of 40,000 people . . .

4LG

Sydney—Fred Thompson, BX 2737
Reps.: Melbourne—Stanford Allan, Cent, 4705.
Brisbane—S. Edmonds, B 5871.

We Salute

W. T. McClelland — Managing director
W. T. McClelland Company



After Mr. McClelland returned from the 1914-18 War, he thought advertising as a career bore a remarkable similarity to a swimmer on a beach listening to the beckoning words—"come in, the water's fine."

Too young to have commenced any really worthwhile profession before he left for the war, he found himself, in 1918 with a first-class education but no career to which he could return.

It was the late Hugh D. McIntosh however, who offered him his first post-war job in Sydney at the Tivoli Theatre, Castlereagh Street, as a sort of secretary-to-be to that magnetic personality.

He remained in this capacity from July to October, 1918, when he boarded the last outgoing Transport—"The Wyreema"—with a bosom friend, working his passage wherever the ship should take him. It took him to South Africa where he disembarked when the Armistice was signed and the "Wyreema" returned to Australia. By working his passage on the "Australplane," one of the Commonwealth Line of steamers, he arrived in England in January, 1919 where eventually he was introduced to advertising by an English relative.

Here in a few words is Mr. McClelland's story: Educated Scotch College, Perth, W.A. and Adelaide University, went to World War I in 1915—commission in 6th Brigade Artillery (Mobile) under Col. Harold Cohen of Victoria. Wounded Bullecourt, November, 1917. Spent next 18 months in hospitals then returned to England and went in to Fleet Street to learn something of advertising. Commenced with Sells Ltd., advertising agents of London and after 12 months returned to home town, Melbourne, where he obtained job at Successful Advertising Agency, taking the place of Hugh Berry, who had left to join "Bunny" Price and form Price, Berry Advertising Agency. Late in 1920 went to Adelaide to manage South Australia

branch of Successful Company. Came to Sydney in 1921, did a six month's course of Retail advertising with Anthony Horderns when late Harrie Tear was Advertising Manager. Was given an appointment in 1922 with J. Hlott Ltd., of New Zealand as Retail Copy Manager, and spent 12 months in that capacity in Wellington. Returned to Sydney, joined J. H. Leask and J. M. Perceval at Sales and Advertising (A'sia) Ltd. for a while. Resigned to become Advertising Manager, Williams Bros. Ltd. who had just obtained Morris Car Agencies, also handling Sunbeam and Alvis Cars and Douglas Motor Cycles. Leaving, he joined Harrie Ferguson to form Ferguson Advertising Agency Pty. Ltd. as a director. When Gordon & Gotch (A'sia) called for an Advertising Manager to succeed late Mr. C. D. Patterson, Mr. McClelland was appointed. He left there after his appointment as manager for Australasia for Wylie B. Jones Advertising Agency, of New York.

Upon reconstituting and renaming of the company—Hartford Advertising Agency Pty. Ltd.—in 1937, Mr. McClelland became its first managing director handling Clinton Williams products as well as many other large accounts such as Knox Drug Company, A.M.P. Oil Company; Burroughs Adding Machines; Airzone Radio; International Paint Co.; McNiven's Ice Cream, etc. He held this position until the end of 1943 when he resigned to form his own agency—W. T. McClelland Company, in Sydney.

11-YEAR-OLD PLAYWRIGHT

A play written by 11-year-old Virginia Ludlow, of Cremorne, Sydney, and based on an episode in the life of Francois Frederick Chopin, was broadcast by 2CH on Saturday last. The play is "The Little Chopin" and was presented in Madame Evelyn Greig's "Roundelay" session in which talented juvenile performers are featured each week. Children played the various roles.

MACQUARIE ARTISTS AWARDS NEXT WEEK

Macquarie Awards for the best acting performance for 1946 will be presented to the winning artists at the Macquarie Auditorium on Sunday, April 13. Mr. H. G. Horner, who recently retired from the position of General Manager for Macquarie, and who was responsible for the promotion of the idea will make the presentations. Mr. Horner was scheduled to leave for England on the "Orion" on April 12, but will stay over for the function and catch the ship at Melbourne.

Awards carry cash prizes of 100 guineas each for the best male and female starring roles, together with "Oscars." The best male and best female supporting roles carry cash prizes of 50 guineas each. Recommendations from a preliminary judging panel consisting of Messrs. Harald Bowden (J. C. Williamson), Jesse Collings (Sydney "Sun"), Frank Clewlow (A.B.C.), and Miss May Hollingsworth (Little Theatres). The committee has been sitting for some time listening to recordings of the preliminary committee's suggestions and the actual winners will be announced during the Macquarie play broadcast on April 6.

NO LICENCE FEE CONCESSIONS FOR WAR WIDOWS

War widows would not normally be entitled to a reduced listener's licence fee, the Minister representing the P.M.G. in the House of Representatives recently told Mr. J. B. Howse, M.H.R. (Calare). "Broadcast listener's licences," he said, "are granted at half rates to persons in receipt of a pension under the Invalid and Old Age Pensions Act, 1908-1946, the Widows' Pensions Act 1942-1946 or a Service pension under the Australian Soldiers' Repatriation Act, 1920-1946, provided they live alone, or with another such pensioner or other person whose income does not exceed the maximum amount of income and pension allowed under the Acts mentioned.

The grant of each of these classes of pensions is subject to a means test, and it is not proposed to extend the concession to other persons, including those in receipt of war pensions, whose type of pension does not exclude them from augmenting their income from other sources.

Promotion

As a novel part of 3UZ Melbourne's sporting program, the station is running a window display competition. With race commentator Tom Moon, in the central photograph, eleven photographers—action shots and well-known turf personalities, are grouped around.

Entrants are asked to write to 3UZ and the first letter opened which contains the name of the courses where each photograph was taken wins a £5 prize.

ANOTHER RADIO COMMUNITY SERVICE

Another slant on community radio interest in the social significance of current problems is reflected in 3AW Melbourne's Radio Roundman session. Last week, newsman Bob O'Brien made a special trip to Maryborough to attend the government convened decentralisation meeting and broadcast talks by Mr. Stoneham, M.L.A. and the Mayor of Ballarat. In addition to being broadcast in the Roundman Daily Newsreel at 12.15 p.m., the interviews were radiated again at night, with 3CV Maryborough on relay.

SURPRISE SETTING FOR LEVER'S FIRST "SURPRISE PARTY"



As the first presentation of "Surprise Party," sponsored by Lever Bros. on 2UW Sydney, relaying to the Major Network on Wednesdays at 8 p.m., Harry Dearth broadcast the welcome home party to Mr. and Mrs. "Bud" Carnahan on March 19.

The husband is an ex-master-sergeant of the U.S. Army who met his Australian wife whilst on service in the Pacific. Since his discharge they have been living in Utah, U.S.A.

To entertain the forty friends of the Carnahan's, Harry Dearth took along Clement Williams, eminent baritone just returned from Canada, piano-accordionist Stan Jones, violinist Clive Jay and swing singer Barbara James.

Each week Harry Dearth will visit a different Sydney home, taking with him artists to suit the occasion. The line-up of parties for the next few weeks includes a variety of celebrations from 'teen-age get-togethers to silver weddings.

The ears of the Wheat District

listen to

4GR

TOOWOOMBA

Queensland's richest agricultural district provides a huge market for any product. There's one sure way to blanket this area—to get your sales message to the 126,000 people—use 4GR, the Station which gives the Downs District its daytime and night-time entertainment—its latest news.

Your Queensland Radio Advertising programme can't be complete without 4GR Toowoomba.

THE VOICE OF THE DARLING DOWNS

SURVEY QUESTIONS VALUE OF "HIGH FIDELITY"

According to a recent series of listener tests connected under scientifically-controlled conditions in the U.S.A., the average preference is for only moderate fidelity in audio-frequency reproduction. This point was brought out in a lecture by Mr. C. A. Mackenzie, of the Rola Co., before the Melbourne Division of the I.R.E. (Aust.) on February 18.

The subject of Mr. Mackenzie's lecture was "Loudspeaker Progress," and he traced the development of loudspeakers for use in radio receivers and sound systems. Modern loudspeaker designs were reviewed and details were given of the effects obtained by the use of some of the new magnet materials as substitutes for electrically-energised fields.

At the conclusion of this section of his discussion, Mr. Mackenzie pointed out that although loudspeakers could be made to reproduce practically the entire audio-frequency spectrum, there was some doubt whether such reproduction actually was required. He went on to analyse the response characteristics of the human ear and showed that the major requirement was for balanced reproduction rather than a simple extension to "higher frequencies." This view was substantiated by extensive research overseas and, in particular, by an exhaustive survey made during 1945 by the Columbia Broadcasting System of U.S.A.

In this survey, which included an analysis of the preferences expressed by about 500 observers, who included trained musicians and "F.M." listeners, it was revealed that the overwhelming preference was for reproduction of the audio range from 50 to 5,000 or 6,000 cycles, even when a direct and known comparison was made with reproduction of the same material over an extended frequency range. The reasons for this appeared to be that reproduction could seldom, if ever, be effected under identical acoustical conditions to the original and consequently, a modification of the response was necessary to accommodate the changed circumstances.

As a result of these considerations, Mr. Mackenzie concluded the key to better listening lay not so much in "high fidelity," as usually interpreted, but in the improvement of existing types of receivers by reduction of distortion and noise and an increase of available power output to handle a

BREIF CLUB ANNUAL

MEETING

At the annual general meeting of the BREIF Club of Sydney held at the Wentworth Hotel Ballroom, on March 31, retiring president, Mr. Eric Dare, said the membership had increased from 225 to 322 over the past 12 months.

The Club had been active for over ten years and has become the accepted social outlet for members of the broadcasting, radio, and electrical industries, with its regular monthly luncheons drawing big attendances to listen to the various speakers.

He stressed the objects of the Club's Provident Fund but the almost complete absence of necessitous cases.

The balance in the War Comforts Fund for assistance to needy dependents in ex-servicemen employed in the industries amounted to £175/13/4, and was handed over to Legacy Club of Sydney, which possesses facilities for administering monies of this nature.

Of the remaining fund "to help those returned from active service" there was about £340 in hand, but no opportunity existed yet to use this amount. From sports activities of the Club during the year, £16/6/- had been raised for Sydney Legacy and £35 for Spastic Centre.

The president reminded members that the very foundation of the Club rests on the cause of charity and its success had been due in large measure to this underlying motive.

Mr. Dare paid special tribute to hon. secretary Roger Enemark for the excellent service he had rendered the Club over the past year, also to hon. treasurer Tom Matthews and to hon. auditor Perc. Lovett.

greater dynamic range than at present. These improvements, coupled with better-balanced response, both of amplifiers and loudspeakers, and the use of properly-compensated volume controls, would provide a satisfactory answer to the problem of improved radio reproduction, particularly under normal domestic conditions of listening.

Treasurer's Report: Hon. Treasurer T. Matthews reported the year's income at £286/9/2 with an expenditure of £123/7/2, providing an excess of income of £163/2/-. Out of this is deducted £55/9/- from donations, leaving a net balance of £107/13/-.

Accumulated general funds totalled £154/0/2, while Trust Funds totalled £489/3/2.

NEW BOARD OF MANAGEMENT

The president declared the following ipso facto elected to the Board of Management as there were only 12 nominations:—

Messrs. L. D. Beston, E. W. Burnett, Bob Dyer, A. L. Finn, R. Fitzgerald, A. E. R. Fox, G. K. Herring, F. P. Heskett, O. F. Mingay, W. J. O'Brien, W. J. H. Roots, and J. Q. Rubie. This board will meet on April 10 to elect president, vice-presidents, and other officers.

NEW CONSTITUTION

After many months of study the Rules Committee and the Board of Management finally arrived at a new constitution and rules. These were submitted to the annual meeting, and adopted unanimously. The major change was in the name of the Club, its full title being "Broadcasting, Radio, Electrical, Fellowship Club of Sydney." The word "fellowship" replacing the word "functions." The objects of the Club remain the same, and the rules only are changed to improve general management and to facilitate operations. The financial year of the Club now concludes on December 31 each year.

Mr. Perc. Lovett was unanimously re-elected auditor.

After the official business was concluded the chairman called for suggestions and it was decided to hold a BREIF Club Ball this year. Mr. Bob Dyer's offer of arranging a floor show was accepted with appreciation. It was also decided that in future all members of the Club who were assembled in Club, would address each other as "Fellow . . ."

A unanimous vote of thanks was tendered to the president and other members of the Board on the motion of Mr. Norman Gilmour.

South Australia

South Australia's Premier, Hon. T. Playford, said that the Royal Adelaide Exhibition (which was opened by the Governor March 21, showed concrete examples of the result of the encouragement of secondary industry in S.A. in the last ten years. The Industries Assistance Corporation, formed by the State Government in conjunction with the Chamber of Manufactures, had made technical officers available for investigation and assistance to deserving industries and had guaranteed bank overdrafts where financial assistance was necessary.

The Premier believes that the stability of the South Australian worker and the lower cost of living in this State are important factors to manufacturers when contemplating setting up their industries here.

New industries which have been established in South Australia in the last decade include: Davies Coop Pty., British Tube Mills (Aust.) Pty., Australian Cotton Textile Industries, Stewart & Lloyds, L. Calmer (Salisbury Explosives Factory), Servicemen's Co-operative Joinery Manufacturers, Allison Textiles Associated Industries, A. H. Lightburn & Co., Whittingslowe Engineers, Noblet & Forest, Diecasters, Carr Fasteners Co., Beckers Pty., S. A. Egg Board, Cellulose Aust. Pty., Rubery Owen & Kemsley Pty., Roofing Tiles (S.A. Pty.) Vactric Electrical Pty., Philips Electrical Industries of Aust. Pty., Tecalemit (A'sia) Pty., Fibreboard Containers, D. E. Webster, B.H.P. Shipyards, Whyalla, B.H.P. Blast Furnace, Whyalla, B.H.P. Limestone Quarries Rapid Bay and several Dehydration Plants.

The number of persons employed, or to be employed, in these industries totalled 11,275, and would ultimately be 16,500.

The net value of secondary industries' production had risen in South Australia from £6,962,000 in 1931-32 to £28,411,486 in 1943-44.

Industries which have announced their intention of coming to South Australia include Firestone Tyre & Rubber Co., Tubular Steel Industries, Tutt Bryant Pty., R. Fowler Ltd. and S.A. Industrial Sales Service Pty.

There has been a substantial expansion of South Australian companies such as Kelvinator (Australia), Richards Industries, Pope Products, and Colton Palmer & Preston.

Mr. Clement S. Crystal, of New York, head of Paramount International's theatre department which controls the company's theatres outside America, said that Adelaide's new talk-alarm system was far in advance of anything in the United States and that he intended to take the idea back to America.

Full consideration would be given to the claims of both Port Pirie and Port Augusta before a final decision was reached in the matter of the site for the proposed northern regional power station, said the Premier (Mr. Playford). He stated that the relative economics of these two sites were being analysed by officers of the State Electricity Trust.

The Lord Mayor's Food for Britain Fund, which on Saturday last had reached a total of £31,427, has once again received warm support. On Sunday, Station 5SE, Mount Gambier, (a member of the Advertiser Network) assisted in one of the biggest country efforts. Stan Elliot, 5SE's sporting commentator, conducted the appeal, assisted by the 5SE staff.

VBN ADDRESS, PHONE NUMBER

An error appeared in both the address and phone number of the head office of the Victorian Broadcasting Network in our last issue on Page 35. The address is 239 (and not 293) Collins Street, Melbourne, and the phone number is Central 4124. Inconvenience caused readers by either of these errors is sincerely regretted.

NATIONAL QUIZ QUESTION IN PARLIAMENT

Replying to a question by Mr. McEwen, member for Indi, Vic., the Prime Minister, Mr. Chifley, on March 25 told the House that the total cost of the Quiz Championship was £8,530 including (a) prize money £2,334; (b) Postmaster-General's Department charges about £400, Commercial radio stations £3,863 and (c) salaries of judges, comperes and announcers £730.

There was no charge by the Australian Broadcasting Commission except for minor recordings.

As with any form of publicity, it is impossible to determine the effect of the Quiz Championship on subscriptions to the Second Security Loan. However, the Quiz was the principal publicity feature of the loan and it was conspicuously successful. There was very little other radio advertising.

AGENCIES

Mr. E. W. Best, managing director of Leyshon Publicity Services Pty. Ltd., returned to Melbourne in time for Easter after a fortnight's business trip to New Zealand.

Mr. George Patterson will head for England early this month on an extended business tour of Great Britain, Europe and America. He will be accompanied by Mrs. Patterson.

Transfer of the Goodyear Tyre and Rubber Co. account from J. Walter Thompson Aust. Pty. Ltd. to George Patterson Pty. Ltd. is in the offing it was learned last week. Up to the latter stages of last year the account was being handled by The Hugh Berry Company but at that stage JWT were asked to carry on the placing business until such times as firm arrangements were negotiated.

John Clemenger, director of John Clemenger Pty. Ltd., will spend the Easter holidays in Sydney, where he is on a business trip.

L. J. Samuels ("Sammy"), of Goldberg's, Melbourne, was the recipient of scores of phone calls and telegrams of congratulation upon his appointment recently as assistant manager to Goldberg Advertising (Aust.) Pty. Ltd.

Doug Wood, assistant account executive of Goldberg's, recently celebrated his 21st birthday and entertained members of the staff at his home, where a "niner" was in evidence and everyone enjoyed themselves.

The Weston Company Pty. Ltd. have released a national campaign for "Gem" razor blades.

Mr. Arthur Ley, managing director of Beare & Ley Pty. Ltd., has announced that their advertising appropriation is now being handled by The Weston Co. Pty. Ltd. Beare & Ley are men's outfitters with branches at Crow's Nest, Parramatta, Auburn and Hurstville.

Another new account for the Weston Company Pty. Ltd. is one of the oldest Sydney radio advertisers, Millards Pty. Ltd. This "Store for men and young men" uses broadcasting exclusively for their sales messages.

When Russian pianists Henri Niselle and Vassili Ilster were in Brisbane, thousands flocked to hear their recitals in the City Hall during lunch hours, and 4BH and two sponsors were quick to realise the listening value for radio patrons. On March 7, Merra-Lea Margarine Co. sponsored a 20 minute broadcast excerpt and on March 18 chemist Roush backed the presentation over the air of one entire recital of 50 minutes. Chemist Roush's contract is handled by Edmonds Advertising Agency.

PROGRAM BUSINESS

"Kia Ora Sports Parade," sponsored by Kia Ora Fruit Juices Ltd., will commence its 1947 Football Season broadcast through 3KZ Melbourne from the Port Melbourne Town Hall, on April 11, when it commences a series of broadcasts from Melbourne suburban Town Halls. Last year's successful tour will be repeated, when respective football clubs received the proceeds of each night's show.

Last year, "Kia Ora Sports Parade" raised over £2,000 for the various clubs who participated in the arrangements. Comperes are 3KZ's Norman Banks and Lew Bennett, with Gordon Rattray, ex-league football player as commentator on the day's play. The broadcast, which is from 8.30-9.30 p.m. Fridays, is followed by a concert given by popular variety artists, including Max Reddy and Doug Elliott. Kia Ora Fruit Juices Ltd.'s account is serviced by John Clemenger Pty. Ltd.

Macquarie Sports Hour has moved back to the Macquarie Auditorium from the Sydney Trocadero for the winter dancing season. The popular hour program is broadcast Thursdays, from 8 p.m. and will undergo several changes in the format. Hit features such as the "Interview with a Horse," "Macquarie Racetrack," "Sportsman of the Week" will be retained, but many innovations will be added to the program with guest artists and sporting quizzes. Clark McKay will continue to comper the show with sporting commentators Cyril Angles and Ted Harris leading the sports parade. Production will in future, be handled by Eric Bush, Director of the Macquarie Light Entertainment Unit.

The 4BK Brisbane weekly community concerts which have been conducted in the Brisbane City Hall during the last two years, under the sponsorship of R. M. Gow & Co. Pty. Ltd. (Gold Crest products), will commence their 1947 season on April 11 in the Tivoli Theatre, which is right opposite the City Hall. In addition to feature artists, musical entertainment will be provided by Don Bennett's 4BK band.

Underwriting and Insurance Co. Pty. Ltd., well known Melbourne firm, have signed up with 3KZ Melbourne for a 44 week contract, featuring the new George Edwards' production, "These Men Tell Tales." Feature is a series of complete unit plays presented in narrative form, and broadcast from 7.45 to 8.15 p.m. Saturdays. Sponsorship commenced on March 29.

Tye's "Radio Revue," broadcast from 3XY every Sunday from 8.15-9.15 p.m., is now in its seventh year of sponsorship with this well known firm of home furnishers. During this time, £33,330/16/8 has been donated to various charities from the contributions made by the audience at the Princess Theatre, from whence the Revue is broadcast. Compered by Alwyn Kurts, the show features vocalists, crooners, croonettes, instrumentalists and comedians, with a full band, under the direction of Carl Briglia. Tye's account is handled by Paton Advertising Service Pty. Ltd. Incidentally, 3XY has broadcast a Sunday night concert ever since the station first went on the air 11 years ago last September.

Beechams Pills Ltd., through the T. B. Browne agency, have taken a quarter-hour once weekly on the Major Network, for the presentation of a recorded musical feature under the title of "Merry Moments." The session will present music in the popular mood, with the accent on comedy.

Breaking away from the former routine of presenting recorded disc shows during unsponsored interludes, 3AW Melbourne have commenced a new policy of presenting sustaining programs of specially scripted shows, in which spot announcements are interpolated. About 20 new shows of this nature were introduced as regular features during the last week in March, and were allocated to various members of the staff, thus reviving one of radio's earlier precepts of building a show around a personality. Charles Tobin, 3AW's new script writer, is handling the continuities for most of the new features.

Over 1,000 entries were received in the competition held during one week in March, through 3XY Melbourne promotional stunt with the Movie Roundman's program on Sunday, March 9, at 9.15 p.m. Sponsored by J. H. Whelan and Co., manufacturers of Valencia shoes, this was tied up with store and window displays of "Hear Beat" shoe style, with the film of that title, starring Ginger Rogers. The radio competition consisted of playing over specially-dubbed sound tracks from earlier Ginger Rogers' films, and listeners were invited to state the names of the films in which these featured. Prize money for the first correct entries opened were £7, £2 and £1. J. H. Whelan and Co. reported excellent business as a result of this advertising promotion tie-up, and intend using a similar scheme in other states.

"Identities' Choice," broadcast from 3KZ Mondays, from 7.45-8 p.m., celebrated its first birthday on March 17, when the sponsorship was taken over by Paterson's Pty. Ltd., Home Furnishers. Favourite recordings of people in the news are featured, and the birthday presentation identities on March 17 were those featured in the opening program last year—Soprano Joyce Macartney, journalist Alan Marshall, and cyclist Hubert Opperman. Paterson's account is serviced by Paton Advertising Service Pty. Ltd.

A complete re-shaping of their Sunday afternoon musical program has been completed by 2UW with the object of providing four-hours of planned entertainment in keeping with the mood of the hour, and the relaxed atmosphere of a Sunday afternoon. The program opens at 1 o'clock with a quarter-hour of waltz music, followed by a quarter-hour featuring a world-famous baritone. "The Restell Half-hour of Fine Music" at 1.30 p.m., provides a half-hour of balanced recordings by artists and orchestras; and at 2.0 p.m. the mood changes to "Theatre Memories." A half-hour of classical recordings under the title of "Immortal Music" is programmed at 2.30 following a quarter-hour of "Operatic Highlights." At 3.0 p.m. "Discovering Music" takes listeners through the history of musical instruments and the music which was written for them, and the spoken script is illustrated by appropriate recordings. "Celebrity Concert Piece" at 3.30 presents a world-famous

orchestra, followed by a quarter-hour of light classics and a half-hour of great conductors. Singing film stars take over a quarter-hour from 4.30 to 4.45, followed by pianists and violinists in a quarter-hour bracket. The mood lightens at 5 o'clock with "Music at Random," leading to the half-hour broadcast of "The Ovaltine Show" at 5.30.

In order to introduce a new afternoon musical feature, and to assist the funds for the Austin Hospital, 3KZ Melbourne have included a new feature, "Penny Serenade," broadcast five afternoons a week, from Monday to Friday at 3.45 p.m. Listeners vote for their favourite vocalist, to be included in the program and each vote sent in to the station is accompanied by one penny. The average value of the weekly vote is now slightly over £25, and it is growing larger every week.

POLICE BROADCASTS TO THE KIDDIES

Introduced with the co-operation of the Police Department, "My Friend—the Policeman" commenced its first broadcast from 3KZ Melbourne on April 1, from 5.30—5.45 p.m. The program is designed to impress upon the children that policemen are their friends and should not be feared. Mr. P. Loftus 1st. Const. of the Children's Court, will be at the studio each Tuesday to tell the children of various ways in which the Police Force protect them from such things as robbery, fires, assailants, reckless drivers, dangerous electric wires, unsafe bridges, etc. He will also talk on Police Clubs which handled 26,000 children during the Christmas holidays, teaching them to swim, and using their own time to see that the youngsters were enjoying their school holidays. Each interview will be punctuated with suitable remarks and questions by "Auntie Jill" and "Billy Bouncer."

EASTER PROGRAM "STONEHENGE TO CALVARY"

Sponsored by Kinsella Chapels, A.W.A.'s Easter transcription, "From Stonehenge to Calvary," will be presented from 2CH on Thursday, April 3, at 9 p.m.

Carrying an immortal message of Easter-tide the transcription tells in sacred story and song of the significance of Stonehenge as an indication of man's early approach to God in sacrifice, and of the link is provides

Misconceptions about Advertising

The Australian Association of National Advertisers recently wrote to the President of the Australian Federation of Commercial Broadcasting Stations upon a subject about which far too little appears to be known in "academic"? politico-economic circles. For that reason, and also to emphasise the need for concerted attention by all industrialists and advertisers to the widespread misconception of advertising in relation to our economy, the letter is published here in full.

Mr. Ridley tabled the letter in the course of his evidence last week before the Parliamentary Standing Committee on Broadcasting.

"Dear Mr. Ridley, "I was interested to read the report of the preliminary investigation of the Parliamentary Standing Committee on broadcasting in which they claim that the general public pay prices for goods which are loaded with the cost of advertising.

"On occasions people claim that advertising increases the cost of goods, due to the fact that the costs thereof are added to the costs of the goods concerned.

"It is true that advertising costs are part and parcel of selling and distribution costs, but it is because of advertising that selling and distribution of goods in large quantities is made possible. It is a well-known fact that mass production is responsible for the low cost of goods but mass production is not possible without mass selling. Advertising is nothing more or less than "mass selling" and it is, therefore, due to advertising that goods can be made available to the public at a far lower cost than would be charged if they were not advertised.

to the connected story of the Bible and of Calvary itself.

The script was appropriately written and presented by the Ven. Archdeacon North-Ash, and its telling is interspersed with beautiful choral works, sung by the A.W.A. choir.

The transcription was recorded and produced in the studios of Amalgamated Wireless (A'sia).

"It is more than a coincidence that the growth of advertising over recent years has marched alongside the betterment of living conditions and the health of the people. Practically every aid to modern living has been brought about by the production and selling of such items as soaps, cosmetics, motor cars, refrigeration, dentrifices, etc. etc. All of these articles were unknown until their merits were brought before the public, as a whole, by advertising.

"Again, it is a fact that no trade marked line can exist unless it bears the stamp of quality and no businessman will attempt to establish a trade marked product unless he is certain he can maintain quality and so maintain his sales volume through repeat orders.

"Advertising is recognised as part and parcel of modern business and it cannot be argued that the volume of money spent on advertising is responsible for high prices.

"To manufacture and sell, for instance, a motor car without advertising would mean that the sales would be so limited that each car would cost thousands of pounds. It is because of advertising campaigns that motor car sales have increased so that the volume is such that they can be sold at a reasonable price.

"The same thing applies to ordinary household commodities such as soaps, etc., all of which are available to the public at a far lower cost than they would be if money was not invested in advertising.

"Members of this Association spend a terrific amount of money in advertising, but not one penny would be spent unless its expenditure was recognised as a means of increasing production and thereby reducing costs.

"My Association protests emphatically against any statement to the effect that advertising has the effect of increasing the cost of goods to the public. This is definitely a wrong premise, because advertising, instead of increasing costs actually reduces them and thereby saves the public its cost many times over.

(Sgd.) C. Roy Stanley,
SECRETARY.

Purely Personal

Sir Lloyd Dumas, chairman of directors of the Advertiser Network in South Australia, accompanied by Lady Dumas and daughter, are shortly leaving for America by the "Mattawunga."

Sydney commercial broadcasting stations were well represented at the big A.W.A. Radiola Conference luncheon in the Sydney Town Hall on March 25. Noted A.F.C.B.S. president, J. E. Ridley and 2SM managing director, Monsignor J. A. Meany, at the official table, while close by at another table was a group including Messrs. V. M. Brooker, host to H. Campbell Jones, general manager of 2UE, John Taylor, general manager of 2UW, and 2KY manager, H. E. Beaver. With them also was that very radio-minded ad. agency chief, Sam Maxwell, of S. A. Maxwell and Staff.

Maurice Chapman, 2CH manager, and an inveterate fisherman, sat up all night about a week ago trying to coax a few fish out of the water. He didn't get a touch so he didn't feel any better when Cliff Nicholls, 2CH's breakfast session announcer, told him next morning how he'd caught a 28lb groper in the Bondi surf with his bare hands. This was no fish yarn. Cliff was in the surf when he saw something large in the way of fish swimming near him and his first impression was that it was a shark. Then he saw that the fish was in difficulty and couldn't swim properly so he grabbed with both hands and made for the beach. Evidently the groper had been attacked by another fish, as it had a gash in the tail, but according to Cliff it made good eating. Nor was "Chappie's" temper any better on Thursday evening last week when he arrived home to find thieves had entered his flat on the north side of the Harbour and had stolen three valuable fishing reels, and from under the house his collapsible canoe. The canoe was recovered by police next morning drifting in Neutral Bay.

Miss Wilson, managing director of Beckers Pty. Ltd., was recently in South Australia visiting the "Bex" factory in Adelaide.

Mr. Monty Williams, an American advertising executive, has been visiting his sister, Mrs. George Gardner, of Hawthorn, after an absence of 27 years from Australia. He is returning to San Francisco by way of Singapore, Siam and, if possible, Indo-China.

Mr. Merrill Gates, international advertising director of the Goodyear Tyre and Rubber Co. in America, is visiting Australia on a business trip.

Stan Coleman, 2UE's sales promotion manager, is hale and hearty and as brimful of anecdote as ever after his recent spell on the sick list. His son, Norman, recently discharged from the R.A.A.F., has just taken up an interesting appointment with an accountancy firm in Singapore.

Mr. Charles Batten, manager of 5KA Adelaide, with Mr. Jack Fox, the station's production manager, was in Melbourne last week on the way back to Adelaide following a visit to Sydney.

Major-General Sir John H. Davidson, chairman of directors of the Union Bank of Australia, arrived in Melbourne recently from London on a business trip. He was accompanied by Mr. H. D. Flower, also a director of the bank.

Things were in danger of getting a little mixed in Brisbane last week when Mr. Harold Cox, A.W.A.'s representative, received a visit from Mr. Reg Fox, A.W.A.'s recording manager from Sydney. From all accounts, the firm of "Fox & Cox" had a very busy few days introducing A.W.A.'s latest transcription shows to Brisbane station managers and after hearing a transcription through the most modern "thing" in amplifiers (15 watt) which Mr. Cox has recently installed in his office for demonstration purposes, one has no doubt that A.W.A. have a very good selling medium through this new innovation.

Dr. Edgar H. Booth, chairman of the International Wool Secretariat, arrived in Perth recently from the Eastern States. Speaking of the objects of the Secretariat, Dr. Booth said it was responsible throughout the world for wool promotion in its widest sense.

Mr. Ned Taylor, a well-known stage and radio personality in Western Australia, died on March 26 after some years of ill health. Particularly well remembered for his work with the West Australian Society of Concert Artists, Ned later toured the United States of America with a vaudeville show and on his return to Australia booked up with the Nellie Bramley Company. In 1932 he joined the staff of 6ML as "The Early Bird" and thus initiated the first breakfast session in Western Australia, a position which he held until 1942. His last stage appearance in Perth was as Peter Doodly in "The Arcadians" in 1940. He is survived by his wife and son.

Mr. Irvine C. Geddes, chairman of the Orient Line, travelled on the Orion from England to Australia on her first post-war passenger trip.

Station Staff

Vera Howe has been re-engaged by 3AW Melbourne as official station pianist and accompanist. Well known as a concert pianist, Vera was with 3AW since the station's inception and left two years ago to do freelance work. She will be associated with "Sally" (Mrs. Miller) of Junior 3AW and with the Junior Stars.

Bob Baeck, of 2HD Newcastle, N.S.W., went to Melbourne recently to act as best man at his brother's wedding. While in Melbourne, Bob hopes to confer with Norman Banks concerning the "Carols by Candlelight" in Newcastle this year and to arrange greetings from the Melbourne show.

New appointments to 4VL, Charleville, Q., include E. Thomas, chief clerk, T. J. Foley, sales manager and merchandising officer, and Pat Casey to the program department. This now brings 4VL's staff up to ten.

Charles Tobin has been appointed to the scripting department of 3AW Melbourne recently. One of the original writers with 3AR Melbourne, Charles was responsible for many A.B.C. productions prior to enlistment in the Air Force.

John Greathead, announcer at 5DN Adelaide, flew home to Bundaberg recently for two weeks' vacation. During his visit, John looked in at 4BU in that town—his early stamping ground in radio, in time to say adios to May Mikkelsen and hello to her successor, Sylvia Brown.

With John O'Malley on location with the "Sons of Matthew" film unit, Macquarie has assigned Johnny Walker as comper of "Star Pupil." Walker has been doing some good work on the Macquarie Newsreel staff, and his promotion to the key spot on the big network program is well deserved.

Stan Fawcett, 3UZ Melbourne salesman, must be one of the most energetic members belonging to the Little Ship Club, what with arranging details for the Lonsdale Cup, motor boat race around "the Bay."

Judy Willing, 3AW Melbourne's Women's Association announcer, who not only officiates at the 3AW Women's Association millinery classes, golf, tennis and sporting clubs, of which new ones are constantly springing up, often finds time to broadcast on the Heidelberg Hospital Radio as well.

Pam Norris, youthful vocalist in 2UE's musical production "Music in the Tanner Manner" was very thrilled to receive a notice from the Sydney Conservatorium to the effect that she had gained first place for 1946 in the Grade 1 Singing Examinations, accompanied by a cheque for £5 from the secretary of the Conservatorium with his congratulations.

CLASSIFIED ADVERTISING

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

POSITION WANTED

"Topflight" radio script writer is available for appointment with a production unit or accredited advertising agency. No hack writing. Creative work a speciality. Specimen scripts of comedy, serial, musicals, commercials prepared on application to "RADIOWRITER," c/- "Broadcasting Business," Box 1774, G.P.O., Melbourne.

ALL CLASSES OF RADIO COMMERCIALS PREPARED ON REQUEST by No. 1 freelance radio scripter. Small advertisers given special attention. No agency fees, only freelance rates charged. For particulars write "FREELANCE," c/- "Broadcasting Business," Box 1774, G.P.O., Melbourne.

Advertising student, managerial experience, commercial broadcasting (country), seeks advertising position with Advertising Agency or Retail Store. No. 313, c/- "Broadcasting Business," Box 3765, G.P.O., Sydney.

Manager country broadcasting station seeks similar position. Eight years' all-round experience. No. 22, c/- "Broadcasting Business," Box 3765, G.P.O., Sydney.

POSITION VACANT

Announcer-Copywriter required by leading country station. Ability to write interesting and original copy essential. Knowledge of sport an asset. Splendid opportunity of advancement for right man. Application with particulars of previous experience, samples of copy, salary required, references and voice recording (if available) to "Opportunity," Box 3765, G.P.O., Sydney.

FOR SALE

Two 150 feet Self-supporting Steel Radio Towers in first-class condition. For further particulars, or offers, write to 2LM, Box 44, Lismore, N.S.W.

STOP PRESS

FINANCIAL CONTROL OF PERTH STATION

Perth newspaper "The West Australian" reported this week that a change of financial control of station 6KY is imminent with the Australian Workers' Union replacing the People's Printing and Publishing Co. in financial dominance. No change of general policy is contemplated. Station was opened on October 24, 1941.

LONDON TELEVISION

London, March 24: Post Office announces 11,200 tele. licences now held throughout Great Britain and North Ireland, of which 3,750 issued in January this year all in London area, to which television is at present confined.

THE BEST Country Links IN VICTORIA



The Right Approach to Post-War Markets

NOW is the time to make your drive on new markets . . . and Victoria's prosperous country areas are the logical choice!

Distance is no handicap, for the well-placed V.B.N. stations give maximum coverage in Gippsland, Northern and Western Victoria. Contact your nearest V.B.N. office for details of several new propositions "tee'd up" for early release . . .



The VICTORIAN BROADCASTING NETWORK

Head Office: 239 COLLINS ST., MELBOURNE

PHONE: CENT. 4124

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

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Incorporating "Commercial Broadcasting"

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

Here's 8 in a Row!



Hi Fellers!

Did you hear about the chap who complained to his pal that his wife listened to the radio all day.

"She hasn't spoken more than a dozen words a day to me for more than six months," he said. "I'm going for a divorce."

"Hold on," his pal said, "if that's all that's the matter old boy, you'd better think hard before you do anything . . . you'll never find another one like that."

That's just a story—but here are some hard facts about the programmes broadcast especially for women today:

Pioneer Tours' sponsorship of "Anne of Green Gables" in the 2UW Women's Session four days a week, means that 2UW now has EIGHT top-line serials on the air in the morning programme. Look at the list—and the sponsors.

"My Husband's Love" (Sunlight Soap), "Hollywood Holiday" (Kolynos), "These Old Shades" (S. R. Buttle), "Crossroads of Life" (Persil), "Mary Livingstone, M.D." (Kraft), "Aunt Jenny's Real Life Stories" (Velvet Soap), "Anne of Green Gables" (Pioneer Tours), and "Limelight and Shadow" (Jenyn's Corsets).

Measure that audience!



MOST PEOPLE LISTEN TO 2UW