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2 Broadcasting Business, February 20, 1947

BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING


THURSDAY, FEBRUARY 20, 1947

Vol. XV, No. 16 (445th Issue)

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MELBOURNE REPRESENTATIVE, Ben Hume, 124 Therry St., Melbourne. 

EDITORIAL

The Griffith Plan

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

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

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

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

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

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

The proper and ample financing of the national broadcasting system in Australia is a matter of very great importance and the new Parliamentary Standing Committee on Broadcasting is wise in having made it the first problem for investigation. The ABC through its chairman, Mr. Boyer, and general manager, Mr. C. J. Moses, last week presented to the Committee a comprehensive case for the granting of an extra 1/4 to 3/4 of the listeners' licence fees to meet the present requirements of financing the national service. They made it clear that if we are to have a national service in addition to the commercial stations, that service must be able to fulfil its responsibilities in broadcasting to perform that obligation it must have adequate finances. They also made it clear that the initiation of sponsored programs in the national service would necessarily be detrimental to the ideas and principles of national broadcasting.

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

The dangerous incursion of socialistic practice into all phases of business was strongly emphasised by Mr. Oswald Mingay (managing editor of this paper) at the Oriental Hotel, Adelaide, on Friday last, February 14, when 48 representatives of the broadcasting, electrical and radio business, including advertising agencies, attended a luncheon organised by Miss Joy Cochrane, Adelaide rep. of the Mingay Publishing Co.

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

The need for greater interest in all forms of government by every business man was stressed by Mr. Mingay, even to the local government activities since he expressed his determination to concern himself with the vast electrical and radio industry to the Federal political arena. Politics and the officers of industry must accept the full responsibilities of management and leadership. They must evolve better methods of settling disputes when they occur and not leave them to develop to the danger point.

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

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

On behalf of the broadcasting stations, Mr. Keith McDonald (3KZ) and Worrall (3DB) added on behalf of broadcasters, that Mr. Mingay's publications had done for them.

Broadcasters and Radio Trade Get Together

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

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

EBBA has appointed a committee, comprising Messrs. J. Clarke, B. Q. Jones and W. J. Wing.

The Australian Federation of Commercial Broadcasting Stations committee consists of Messrs. Ridley (20Z), Paddison (2KA), Morgan (3KE) and Worral (3DB).

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

N.S.W. FACTORY STATISTICS

Preliminary totals compiled from the annual statistical returns of factories which operated in N.S.W. during the year ended June 30, 1946, have been made available by the Government Statistician (Mr. B. R. Carver). They show that in 1945-46 12,287 factories were in operation in N.S.W. during the year. The value of raw materials used (£201,706,086) and the value of the fuel used (£121,209,841) the net value of production (i.e., value of work done in factories) was £153,179,489.

The number of factories operating in 1945-46 was the highest on record but other annual totals for 1945-46 were below those of the peak year 1943-44, owing to virtual cessation of the munitions program and severe industrial troubles and power rationing in the latter half of 1945. However recovery appeared to be rapid and by May, 1946 the total numbers employed in factories passed the war-time peak of 315,774 employees who were paid 687,647,699 in wages and salaries for the year.

The gross value of output from these factories in 1945-46 was £387,992,215. After deducting the value of raw materials used (£201,706,086) and the value of the fuel used (£121,209,841) the net value of production (i.e., value of work done in factories) was £153,179,489.

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Habit forming—that's what it is!

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

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

Reach it through 2UE!
The Victorian Institute of Advertising will be elected, and proposals for amendment of the memorandum and articles of association will be considered.

Mr. Zwalt, secretary to the Netherlands Legation, was the principal speaker at the V.I.A. Luncheon held in the Banquist Hall of the Victoria Palace on February 13.

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

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

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

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

V.I.A. ANNUAL MEETING

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

**Stop Press**

**ACGENCY CHIEF RESIGNS**

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

**DEATH OF WELL-KNOWN STATION DIRECTOR**

The funeral of the late Mr. Matthew John O’Neill, a director of 2SM Broadcasting Co., was held on Tuesday morning, February 25, at St. Mary’s Roman Catholic Church, North Fitzroy, where he was associated with many Roman Catholic churches and was one of the founders of the Metropolitan Hospital Contribution Fund. He was also a director of the “Catholic Weekly.”

**MANAGER OF NEW BRISBANE STATION**

Mr. Charles A. Murdoch of Sydney has been appointed manager of the new ALB station at Brisbane, 2BC. Mr. Murdoch was a wireless operator with the Civil Aviation Department, stationed at Archerfield, during the war. Before that he was with AWA, being associated with the 2MS station in Melbourne and 2CQ in Brisbane. He was manager of 2BM before joining Qantas Empire Airways during the war. In his early wireless days he was with the AWA Marine Wireless department.

**TINDER FOR TRINDER**

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

**MELBOURNE GREETS NEW CHARITY APPEAL WITH OPEN PURSE**

Two hundred and twenty performers volunteered for the opening of 3AW’s new annual Charity Appeal, staged as an open-air concert at Como Bowl on the Yarra bank on Sunday, February 16. Three bands, the Junior Shell Show, staged from J. C. Williamson Theatres, and even English comedian Wee George Wood, went along to obtain the crowds.

The moneys collected go to 3AW’s new Mwia’s Day Fund for building kindergartens (“BB” 6/2/47) for deaf and dumb children.

**CURRENT ACTIVITIES**

**Shell Show:**

**Star Pupil:**

**Quiz Kids:**

**Good Production with mass circulation are ensured if you Leave it to 3AW—**

**KEY VICTORIAN STATION MACQUARIE NETWORK**

Relaying Nightly to 3CV Victoria.

**The Melbourne Studios and Radio Theatre of 3AW**

are geared for Network Quality Productions.
MAN BEHIND THE ADVERTISING: No. 3

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

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

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

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

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

Bill Northam was a good salesman in the suburbs. Within two years he was appointed manager of the company's Brisbane branch. It was not many years after that he was brought to head office in Sydney and made sales promotion manager, and 13 months later sales manager and director. Six years later he was appointed general manager and—last year—managing director. Next month he leaves for England by flying boat on a search for raw materials, then to the United States and Canada and back across the Pacific.

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

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

Final Note: It was Mr. A. R. Clapham, president of Johnson and Johnson, who during a visit to Australia last year gave Mr. Northam his present top appointment. It was the same gentleman, who, in 1928 upon his former visit, noted the work of the Brisbane branch and had Northam brought to Sydney head-quarters.

BROADCASTING AARDS

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

Order your copies now from MINGAY PUBLISHING CO., Box 3765, G.P.O., Sydney, Australia, £3/-10/-. Other British Countries, £3/10/-; America, $10.00; Other Foreign Countries, £3/-3/-.
NEW STUDIO
EQUIPMENT FOR
A.W.A. STATIONS

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

Recently developed by AWA, the new installations comprise double-channel speech control equipment, microphone and loudspeaker control unit, and announcer's control unit and cueing speaker. Their installation will allow a greater flexibility in studio control, providing several additional channels in addition to facilities for supplying programs to other stations. At the same time, the equipment fulfills a normal function as an efficient studio amplifier.

NEW COLGATE SHOW
Holiday Tours for Quiz Winners

"Way to a Holiday" is the new quarter-hour session sponsored by Colgate-Palmolive, Tuesday nights at 8.30 on a chain of independent stations emanating from 2UE, Sydney. The sponsors are using this session to plug yet another of their products, Palmolive Shaving Cream.

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

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

Each week the successful contestant will then be asked a question which, if answered correctly, will entitle him or her to one week's holiday at places ranging from Katoomba, N.S.W. to London, New York, Hollywood. Travel is 1st class and mainly by air.

LEVERS TO LAUNCH "SURPRISE PARTY"
MARCH 19

A new half-hour program, "Surprise Party," was scheduled to commence on March 19 on the Major Network. The channel is 5 p.m. Wednesdays.

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

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

J. A. Bull Pty. Ltd., the well known manufacturers of grocery products, are using the 2HD children's session to advertise, taking the 515 channel from Monday to Thursday inclusive, and are now sponsoring the radio dramatization of Charles Dickens' famous novel, "A Tale of Two Cities."

Other features include "Black Flame of the Amazon" broadcast from Monday to Friday inclusive. Interesting facts concerning the lives of great composers and their music are told in the session "Famous Melodies." Monday and Wednesday afternoons. Members of the Good Workers Club receive their birthday calls, while on Fridays, "Chums' Corner" is presented featuring live artists, stories and a quiz conducted by the 2HD children's choir.

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

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

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

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

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

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

Reviewing ABC history, Mr. Boyer said that the Commission was formed in 1932 when the listeners' licence fee was 24/- from which the ABC was allocated 11/- last year the Government had made a special grant equivalent to an extra 11/- per licence fee, and that was the result that the Broadcasting Act was altered to give the ABC 11/-.

The nett effect of that move was already receiving from the equivalent of 12/- per listeners' licence fee. Eventually the Government had decided to make available an amount of £100,000 for the current year as a "marching on" amount until such times as a long-term financing policy had been evolved. The Commission had so far been able to avoid drastic retrenchments but had budgeted for a deficit of £70,000 this year.

COSTLY NEWS GATHERING

Mr. Boyer said that since the Commission's June 1946 memorandum setting out the £208,000 extra requirement (equivalent to 3/- per listeners' licence fee), projected expenditure on news services had undergone a very great change.

"In the first place our former estimate was based upon the supposition that the Commission would develop its news service through an agreement with the AAP and Australian Newspaper Proprietors' Association for a basic home and overseas service at a cost of £50,000 per year," he said. "We were not then in a position fully to estimate what the implementing of such a service would cost, but made our total estimation at £25,000 per year over and above existing costs. As the cost of our news service at that time was £53,000 per annum the total with which we anticipated being faced under this head was in the region of £80,000 per year. When the matter of an independent news gathering service for Australia and of direct negotiation with overseas news agencies for foreign news service, was mooted as a desirable development on the grounds of general policy, I pointed out that it was not possible for the Commission to give any worthwhile estimate of what such a development would involve financially.

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

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

(Continued on page 16)
Members of the Broadcasting Committee are Senators Amour (chairman), Finlay (S.A.), Herbert Hughes (N.S.W.), and Ministers T. P. Burke (W.A.), Faltinder (Tas.), Hadley (Qld.), Hoddle (Vic.), O'Sullivan (N.S.W.), and D. Watkins (N.S.W.).

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

This item alone involves us in an unforeseen and unavoidable expenditure of approximately £25,000 per annum. These two items together, therefore, constitute an unforeseen and unavoidable addition to the Commission's requirements as compared with our previous estimates, or in terms of licence fee revenue 1/5d. per licence. It is clear, therefore, that the Commission in respect of its long-term finance cannot face its obligations to maintain its existing staff and commitments and to proceed with the modest developments outlined in the former memorandum without an increase of a sum equivalent of 3/- per licence. With approximately 1/6d. in direct additional charge on the above, the provision of a further 6d. - the equivalent of £37,000 per annum for development contingencies, for possible and likely variations in cost of living and basic wage adjustments, cannot be considered excessive for long-term financing. With this amendment, our previous financial review remains valid for the present discussion."

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

"In my memorandum, however, I have endeavored to show that we are in fact widely and remarkably different financially in this country than in any of the other British systems. Perhaps the greatest of these strains derives from the fact that we operate within the framework of a major commercial system with over 180 stations throughout the country working entirely independently of us and in severe competition with us for program talent. This is true, of course, chiefly in the area of light entertainment, where the appeal is necessarily the sheet anchor of the commercial network. But they are very much more, even in the area of serious music, to which we are devotedly devoted.

As a national service, we are quite rightly expected to cater for the tastes of all license holders and must naturally operate extensively in the light entertainment field. But whereas this field is of such enormous significance to commercial stations by having an attraction for mass listening and therefore for high advertising rates, it is only one of many obligations of a costly and cultural nature which the Commission is obliged to perform. We have, for example, our very large obligations in the musical field with our permanent and semi-permanent orchestras and permanent ensembles. We have obligations for the development and employment of local talent. We have an immense field of educational, dramatic and service sessions to maintain. Finally, we have now the obligation of an independent and easily news service unique in the broadcasting world. All these functions have to be maintained at a reasonably high degree of excellence, and yet we are expected to hold our own, in the highly competitive area of light entertainment, with commercial stations. As I have quoted, the Canadian Broadcasting Corporation which actually derives revenue from popular sessions, is feeling the strain of rapidly rising artistic and light entertainment fees.

Dealing with the relation of financial method to the character and nature of national broadcasting, Mr. Boyer, after again reviewing principles and practices in other British countries, said that in no case can the operation of sponsored sessions by other Commonwealth national systems be applied as wholly applicable to this country. Take, for example, the cases of South Africa and New Zealand where a policy of running a separate commercial network as a competitor to their licence fee income, is either in operation or under consideration. In both these instances the national system has the commercial field entirely to itself. They are able, therefore, to determine absolutely what shall be the manner of broadcasting advertisements and the type of material used. Intending sponsors must accept the national system's conditions and be prepared to pay. Secondly, the financial returns secured are so secured primarily for the reason that they are without competition. Were the Australian national system, on the other hand, required to set up a commercial network for the purposes of reinforcing its licence, it would be in direct competition with a commercial system much larger than itself and a system well versed in the arts of mass appeal and of advertising. It would be quite impossible to assume that under such circumstances the ABC could insist upon the quality and type of session it would adopt and upon the indirect "brief mention" type of advertising. Commercial firms quite legitimately have their own ideas of what will reach and influence the public and will purchase time in those quarters and in those quarters alone where those ideas are acceptable. Furthermore, the competitive field of commercial advertising in Australia is already heavily, if not over-heavily, exploited and it cannot be lightly assumed that new stations appearing on this field to-day would be assured of handsome profits. The Commission cannot visualise that the creation of a commercial network in Australia under its auspices operating under present competitive conditions could, after meeting its own expenses, provide more than a small fraction of the funds needed to serve the national unsponsored program. Nor indeed are we geared for such work.

As regards the possible adoption of the Canadian system of interspersing sponsored programs within the programs of our national networks, the same objection holds good but to a much greater degree. Hillbrothers have been able to choose every item which goes over the national stations with one purpose only, namely, its intrinsic value to the community either as entertainment, culture or information. Were we to be compelled to support ourselves by carrying sponsored programs we should inevitably be forced from this position to one which would largely be dictated by our financial needs. The independence of judgment of the Commission as we now know it would progressively disappear. In the Commission's judgment the service the we are able to provide is of such considerable importance, both for the community and for the country as a whole, that we are not prepared to take the risk of extending the Commission's very great responsibilities.

(Continued on page 16)
th community depends just as strongly upon our independence of the patronage of commercial interests as of the patronage of any other interest in the community and the source of our finances is a most vital element in the retention of this independent and wholly national character. I would further emphasise that it is not to be expected that in the Australian scene one can secure a steady flow of high quality commercial sessions, well paid for and garnished only with the indirect and unobtrusive advertising mentioned such as is available to some degree in Canada. It requires the large finances and high prestige of an im-

The SYSTEM OF THE LICENCE FEE

The third major method of financing, namely the licence fee, remains the backbone of national broadcasting financing in all British Commonwealth countries, and the Commission submits that it is still the only wholly appropriate and satisfactory one. The advantages are all obvious. First, it secures to the national system a direct financial nexus between the public which it serves and itself, and gives that measure of security and independence to the broadcasting authority which is so highly desirable, an independence which must progressively be lost were either the system of annual governmental subvention or of commercial revenue. It ensures that the broadcasting authority is able to maintain and program its services according to its estimate of the public welfare without direct or indirect influence being exercised in this direction or that. Finally, it appears to us that it is by far the most equitable as far as the community is concerned. Non-

Says

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

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

Boy SAYS Commercial Field Already Overcrowded

(Continued from page 14)

Boyer Says Commercial Field Already Overcrowded

R. J. Boyer
Chairman
ABC

"The Commission's conclusions were briefly as follows:

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

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

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Boyer Says Commercial Field Already Overcrowded

18 Broadcasting Business, February 20, 1947

(Continued on page 26)
ADVERTISING IN THE PUBLIC INTEREST

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

All of us have become so accustomed to accepting advertising as a normal part of the business of day-to-day life that we take the essential part it plays, not only in our economy, but as the vital spark that creates our culture, for granted.

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

And it is in this nation that the greatest expenditures are made for advertising the products and services of industry. In the present year, 1949, the United States will spend over two billion dollars. With our expanding economy, advertising expenditures escalate that ten times from 1939 to 1949 and we shall be spending at the rate of more than three and a half billion dollars a year for advertising.

These figures bear out the fact that we are not only a nation of producers, we are also a nation of salesmen. It has been calculated that, out of every thirty working Americans, one is constantly occupied in telling the other thirty years of stubborn opposition be we are also a nation of producers.

The dynamic productivity of our free economy results from the ever-increasing efficiency of both producer and consumer alike. We are not only a nation of producers, but also a nation of salesmen. We are constantly engaged in advertising the products and services of our country.

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

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

Thirty-five years ago the president of the California Orange Growers Association himself was engaged in giving advertising help to stimulate shipments of oranges out of California by promoting the Eastern use of the products of the then infant California Orange industry. Arrange ments were made for the shipment of large quantities of oranges by freight from California. The fruit polishing fund was raised by the railroad to run a test in Iowa. What was the result?

California orange and orange juice were advertised successfully. Orange juice became a breakfast staple throughout America. A new phrase was coined to describe aékember fresh orange juice was in vened. Soda fountain stands started serving orange juice and ended by serving breakfasts, and then three meals a day. Orange drinks and drink stands began to appear everywhere and served light meals. A roadside industry was developed on our highways.

Experiments were conducted which discovered vitamins and other bene ficial properties of oranges. A new product—fruit juice—was discovered and a formula was worked out for preserving fresh fruit juices. Orange juice drinking became general.

Advertising has become such an established and accepted part of our national life that it is difficult to conceive of a time when it did not exist or when it might cease to be.

Advertising as a Factor in American Life

Nowhere has advertising risen to such a position of responsibility and influence as in America. It is right that we should realize that it is peculiarly so in the last two generations. It has created a stimulus at a rate which was incomparable in any previous time, and still is inconceivable. It has provided an economy that is the best and most reliable news information and the highest artistic perform ance. This is all the more important since the radio reaches by far the largest audience of any communicative medium.

Opinions may differ as to which medium is weighted more heavily with public interest—news or entertainment; classical music or music of the Western political-commercial scene; professional baseball or a football game; a debate between two college professors or a debate between President and the American people.

Advertising as a BULWARK OF FREE PRESS, FREE RADIO

The first great contribution of advertising to the American life is in the United States. Advertising serves as the bulwark of our freedom and the bulwark of the free press. It is the great aspect of advertising which is sometimes overlooked.

Advertising, the right arm of distribution, deserves equal recognition as the right arm of a free press and free radio.

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

Under a state-controlled system of broadcasting, the Government may decide what shall be printed in newspapers and magazines, how much shall be printed and how much shall be paid for it. But advertising is the bulwark of the American press.

Advertising makes it possible for people to buy the newspapers and magazines that they want to read. It makes it possible for the press to carry news that is not Government sponsored or subsidized.

Advertising, because it has this fundamental and necessary role in the life of the American people, is recognized by the Government of the United States as a 'natural' part of the economic life of the nation.

Advertising is an essential element of the free press, the free radio, the free public opinion, the free public service, and the free public relations.

Advertising is a bulwark of the free press and free radio. It is the great bulwark of the United States. It is the bulwark of our freedom.

Advertising is the bulwark of the American press.
We Salute

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

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

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

What prompted Mr. W. O. Richards to courageously embark in the advertising field, and raise it to the status of an essential profession? Drawn from his own reflections, he summed (as a continuous reader of the Australian press of the 'nineties) that advertising did not measure up to the standards of the newspaper literary columns of that period. He recognised that merchants and manufacturers were prone to regard anything scribbled on the handiest scrap of paper and sent to the newspaper offices as sufficient to advertise their names, or products, to the public.

What the compilers of those days did was the setting up of such advertising—its multiplicity of typefaces—was anything but business. So, Billy Richards decided to show how advertising brought up to literary standards, supported by good typography, and artist's illustrations, could increase the sales appeal, and greater turnover, by capturing reader interest. The rest is history—first attraction by the printed word and illustrations, and all handling has been undertaken by the Goldberg Agency.

Naturally, being a modest man (as most successful business men are), Mr. W. O. Richards was loth in our interview to embellish his progressive career. We find, however, that he was first President (1921) of the Publicity Club of Australia and Chairman of the New South Wales Advertising Agents' Association. In 1921, the Weston Company placed the first agency advertising order for radio advertising. In 1926 the company inaugurated the first complete radio advertising division and audition equipment. Obviously, therefore, it was understandable that in 1937 Billy Richards was elected Chairman of the N.S.W. Advertising Agents' Association to plan and organise the State's Sesqui-Centenary advertising campaign.

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

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

INTERSTATE "QUIZ KIDS" QUESTS

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

To this end, 3AW will run a Victorian Quiz Kids' Quest—-for a period of 18 weeks, commencing March 5—from 9:30 p.m. on Wednesday nights. High schools and both public and grammar schools have been asked to submit suitable contestants to 3AW and those will be heard in a series of qualifying rounds conducted by Terry Dear in the new Wednesday night time channel. Contestants gaining the most points at the end of the series will take part in John Dean's future programs. Willmott Advertising Agency are assisting to build Victorian interest in this program by releasing a series of press announcements synchronising with radio programs.

TESTIMONIAL FUND TO FRED SULLIVAN

A Testimonial Fund has been organised in honour of Mr. Fred Sullivan—-who, after 10 years' service as an advertising manager of the Commonwealth Bank of Australia, was recently compelled by long illness to retire. Mr. Sullivan has given unstintingly of his time and energy to the interests of several charities including the Free Port Child's Health scheme in successful organisation of which he played a particularly active part.

The Testimonial Fund organising committee is as follows:- Messrs. J. H. Rutten, Aust. Fed. Commercial Broadcasting Union; Claude Willmott, War Effort Publicity Board and AAAA (Federal); W. Tilden, secretary the Irish Club; representing the press; J. Bailey, president of the Civic Club; Bert Lawley, representing block makers; R. Poppy, representing the printers; and R. Jackson, representing the storemen.

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

BUILDING PERMITS

Private buildings for which permits were granted by municipal councils in Sydney for the month of December last, totalled 572, valued at £35,000. Dwelling homes accounted for 62 of the permits, factories 22, and flats 15.

BIBER RADIO PRODUCTIONS

Announce that henceforward their programmes—

*The Hudson Bay Co.
*The East India Co.
*The Romance of Canada

(NOW IN PRODUCTION)

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

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

WRITE FOR AUDITION DISCS TO...

AWA Radio-Recording Studios

47 York St., Sydney

167 Queen St., Melbourne

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

The Fund closes on February 28, so there is still an opportunity for those who know Mr. Sullivan and the service he has rendered to charity to express their appreciation in this tangible form.

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Advertising in the Public Interest
(Continued from page 19)

In the case of the great majority of successful newspapers and magazines, 50% to 90%—and sometimes higher—of their income is comprised of advertising. The Treasury Gardens is a public park which is not occupied by advertisements. The park is owned by the city and is maintained by the city's budget. The city does not make a profit from the park, but it is maintained to provide a public space for residents and visitors to enjoy.

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

HIGH STANDARDS AND SELF-CONTROL WE NEED

On the other hand, we should not be complacent in regard to criticism. Radio broadcasting has a special type of advertising which permits and encourages a mass appeal couched in personal terms. It speaks directly to the interests and concerns of the crowd one by one, as friends to friends, in the seclusion of their homes. It is clear that the advertisement broadcast over the air should have brevity and tact and good manners.

This is an important concept that must be kept in mind. Advertisers cannot afford to be too clever or too subtle. They must be careful not to offend anyone. They must also be careful not to waste their money on advertisements that are not effective.

Advertising must be in the service of the public. It must be in the public interest. It must be for the benefit of the public. It must be for the betterment of the public. It must be for the welfare of the public. It must be for the happiness of the public. It must be for the satisfaction of the public.

High standards and self-control are needed. We must work together to achieve these goals. We must work together to create an advertising industry that is truly beneficial to the public.
NATIONAL DRY GOODS ASSN. STUDY RADIO FOR RETAILERS
Power of Air Medium in Sales

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

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

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

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

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

William H. Campbell, sales manager of Sibley, Lindsay & Curr, Rochester, N.Y., was panel chairman. Mr. Campbell introduced Frank E. Pelletir, director of broadcast advertising for the NAB, who outlined the basis of the Joke study, the most intensive radio advertising campaign ever undertaken by any retailer.

Using WUM, which Mr. Pelletir compared with the Audit Bureau of Circulation for newspapers as a station guide, Joke's launched a radio campaign featuring the "beam program technique," in which programs were aimed at specific listeners, he said. The results of the clinical test have been combined into a "radio initial book, Radio for Retailers," supplementary chapters soon to be added to it.

Value of Repetition

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

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

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

N.S.W. REGISTERED COMPANIES

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES (FEDERAL)

CENTURY FOR "BACKSTAGE"

Rounded studio gossip sheet, "2GR Backstage," published weekly by 2GR Sydney, passed its hundredth issue on 21st December. Listeners are the highest and hardest working group of people in the world who don't get a lot of recognition, but who can be congratulated on a good job well done.

NEW S.T.C. TRANSMITTERS

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

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

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

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

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

Noise Level—60 db. up to 250 v/s., 70 db. above 250 c/s. Features of the equipment are the provision of a built-in artificial antenna, capable of dissipating the full transmitter output, for testing and alignment; duplication of the preliminary RF and AP stages with rapid changeover facilities; and a full complement of interlock and overload protection apparatus.

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

WIRE RECORDERS

Wire Recorders Find Many Uses For Radio

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

TOOWOOMBA

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

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

RADIO 4GR, TOOWOOMBA

“The Voice of the Darling Downs”
Conservatives Allege Labour Bias in British Broadcasting

(London, Jan. 28) The Conservative Party in Britain has announced plans to broadcast over the state-controlled B.B.C. and has found the answer far from satisfactory.

A bias is alleged towards Labour party control and the suggestion offered that an independent broadcasting system would eliminate some of these grievances.

According to the Conservative Party—

"An analysis of programs for December, 1946, excluding Brains Trust, shows that 33 talks on political subjects by 22 different speakers were broadcast. These talks can be classified according to the political affiliations of the speakers as follows:

FAR WEST HEALTH SCHEME

Recently the Townsville Rotary Club purchased 14 excellent histograms at Bowes Bay, Townsville. We feel that the sea front with the object of transforming them into a Bush Children's Health Scheme, and a front week ago the first batch of 27 children from the far west of North Queensland enjoyed what in most cases was their first gray-from-home holiday and glimpse of the sea. The purchase price of the buildings ($700) was guaranteed by four Rotarians. The debt had to be liquidated and equipment or Spares for their Studio or Control Room.

In the majority of cases no exceptions were found to the Tory party in Britain. We acquit the higher direction of the B.B.C. of any political bias one way or the other, the preponderance of Left-Wing speakers revealed is disturbing.

"Taking the months as a whole it is a fair judgment to say the only references to the Tory Party in B.B.C. talks and features (excluding new bulletins and Parliamentary reports) were adverse references, and on a number of occasions opportunity seems to have been found to put across in small but steady, subtle doses, the viewpoint of the Left.

"In view of the great volume of Socialist propaganda through the channels of the official party and its allies, it is more than ever necessary that bodies such as the B.B.C., the Central Office of Information and the Public Relations Departments of Ministries paid for by the general public, should be free of any hint of partiality."

RADIOINIC EQUIPMENT

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

RADIOINIC PRODUCTS

MEADOWBANK (SYDNEY) N.A.W.

PHONE 2843

YOU REACH THE SALES-RICH THROUGH

4BU BUNDABERG

where locally sponsored programs are always on a big scale. 4BU maintain a loyal listening audience in Central Coastal Queensland because of its effective coverage of a rich market and established programs of popular appeal.

Sales results are certain when sponsors select 4BU as their salesman to Bundaberg and its rich rural surround.

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network

Broadcasting Business, February 20, 1947

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ART IN ADVERTISING

Professor Proizes Tone of Australian Advertising

The Australian Commercial and Industrial Artists' Association's first Post War Exhibition was opened in the Athenaeum Gallery on February 4 by Fred J. Burke O.B.E., Chairman of the Board of Directors of Macquarie Fine Arts, Melbourne. The opening was presided over by Sir Keith Murdoch, chairman of the board of directors of the Herald and Weekly Times, who introduced Professor Burke, saying that the Professor had a deep understanding of and appreciation for modern art. He regretted that Melbourne had so little French 19th Century Art and so little Modern English and neo-contemporary work which could be found in the galleries of America, Britain and Europe.

Professor Burke, opening the exhibition, said those who had promoted it were able to give thanks for it. Like all the more materialistic forms of sex advertising in other parts of the world, this is not even. But there is some good work. It is not even, but there is some good design, and for the moment it may be seen in the Exhibition. Like all Exhibitions of its size, the standard is not bad, but there is some good work in it. If I may say something on the work of one section, I have been encouraged by the tone of the advertising. A great deal of advertising in other parts of the world is founded on an appeal to rather base instincts; to snobbishness and lar­dy among youth, that the public is not even]

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

Here are six of the dozen or posters that decorated the walls of 2GB Macquarie's new premises on February 1. Marcus Horner's N. W. E. Lane, general manager, produced not to "offend" the "public".

PEANUTICR DRIIL INSPIRES RADIO PLAY

A young ex-soldier, Michael Noonan, sidetracked from his love for tropical birds, was wakened recently by the noise of a pneumatic drill demoli­ing an air raid shelter at Rushcutters Bay.

The noise inspired him to write a play for the Bex-sponsored "Ant­hony Hordern and Sons Ltd., on 2GB, Mondays to Thursdays inclusive at 3.30 p.m. immediately following the News.

The same auspices has also con­tracted for 13 special five-minute editions of the Macquarie Newswall "Mystery" and a Ready Made Audience of the Royal Rater, "Smoke Home, Home"

On Sunday, February 9, the new Premier of New South Wales, Mr. R. J. B. C., announced that a broadcast from the Premier's Office, 2GB, in Harry Vay's Dinner Session. Mr. Bower complimented Harry Vay for his work and was doing for his services in this State.

He said "I want to assure the people of New South Wales that this broadcast will serve them faithfully and well in the years that they ahead. In the State of New South Wales will play an important part in the development of Australia."

"Let's Consider Audiences for Advertisers!"

Sure! We know audience measurement is a contentious subject. Nevertheless, if you would like to discuss our audiences with you and your sales teams, we are sure our advertisers have proved time and again, their appeal to loyal XTV listeners pays handsomely.

YOU HAVE SOMETHING TO SELL?

4LG

The Station with the huge coverage in CENTRAL QUEENSLAND

40,000 PEOPLE

4LG

MR. TIME BUYER! Let's Consider Audiences FOR Advertisers!

Broadcasting Business, February 20, 1947
Will More Stations Mean Higher Advertising Costs?

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

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

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

The panel was asked (1) how the continuing expansion in the number of radio stations will affect their expenditures for radio time; (2) which advertising agencies would be willing to spend more money to get the same advertising results; (3) the reason the higher advertising costs will result; and (4) whether or not other agencies and advertisers will have to increase their expenditures to get the same advertising results.

Three out of five agency executives feel that as the number of stations increases, advertisers will have to spend more money to get the same results with the present audience. They also feel that as the number of stations increases, advertisers will have to spend more money to get the same results with the present audience; and (2) no rate reductions can be expected.

Although this was the predominant thinking behind the "cost more options," other panel members commented on: The general increases in operating expenses which will make radio time more costly regardless of new stations (broadcasters expect operating costs to increase an average of 14.4% per station), the improved program (and more costly) programming which will come from the large stations and the premium audience; and the additional competition from new radio stations in and around the present audience.

Implicit in this opinion (and mentioned by many respondents) is the belief that the radio audience will not increase in total size in the future; and (2) no rate reductions can be expected.

BRITISH TELEVISION PRODUCTION RISES

In June of last year, when the production of television receivers was recommenced in Britain, 375 were produced monthly. In a recent survey, radio producers have now reported a total of 8,300 for the month of June. This is an increase of 20% on the previous month and indicates a continuing trend towards increased production.

BRITISH RADIO DEVELOPMENTS

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

Plastics, with an attractive range of colors, are now being used for many of the parts of the sets. One firm has produced a grille of woven plastic yarn, which is said to be both attractive and durable. Another development resulting from war-time research is the use of composite materials for the earphone, switch, and other mechanical parts of the set.

In 1945, the first television service was commenced in Britain, 375 were produced, and the production of television receivers was increased as a result. The panel of experts was divided on whether or not the television service may be extended to other parts of the country, with some predicting that the service may be extended to other parts of the country.

The Postmaster-General, Mr. B. F. Harding, speaking at the luncheon, said that the British Broadcasting Corporation (BBC) had an "unusual opportunity" to make the most of the television service. He added that the BBC was in a position to make a choice between wired and wireless transmission, and that the television service was expected to be extended to other parts of the country.

L. B. Fanning Farewellled

A farewell luncheon was tendered to Mr. L. B. Fanning, I.S.O., Director-General of Posts and Telegraphs, at the Hotel Australia, Melbourne, on March 21st. Mr. Fanning will be succeeded by Mr. R. R. Vickers, who has been appointed by the Australian delegation, is expected to leave for abroad early next week.

The Postmaster-General, Mr. B. F. Harding, speaking at the luncheon, said that the BBC had an "unusual opportunity" to make the most of the television service. He added that the BBC was in a position to make a choice between wired and wireless transmission, and that the television service was expected to be extended to other parts of the country.

SPOONER SUPPLIES BREAKFAST FOR RADIO STAFF

Silver Foods Pty. Ltd. have hit the market in Australia with a breakfast cereal called "Silver Spooner," which will be supplied by the BBC, who are interested in buying the breakfast cereal. The BBC have announced that they will supply a private company with a capital of $500,000.

SSP Supplied Breakfast for Radio Staff

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INDUSTRIAL MANAGEMENT

A conference in Melbourne last week, the Institutes of Industrial Management of the University of Melbourne, during which the Conference was held, will be held to review the International Telecommunications Conference etc.
**Western Australia**

Noble-Bartlett Advertising advises that Jennings Rubber Company have renewed their sponsorship of "The Shorts" series, which will be heard on 4/KB/KB Saturday nights at 9 p.m.

The program is scheduled to please listeners the series, which has been highly regarded in the past and is expected to continue its popularity in the future.

**Queensland**

Johnston Jones Advertising has confirmed that they will continue their sponsorship of "Modern Romances" on 4/KB/MB, with Fred Hollows and Geoff Brown on Wednesdays, 9.15 p.m. The program will continue for 60-weeks.

The deal is expected to be highly successful, as the program has been well-received in the past.

**South Australia**

Mr. H. R. Mackay, manager of the radio station, has announced that they will be conducting a survey of the listener preferences to determine the future direction of the station. The survey will be conducted over the next two weeks.

The survey is expected to provide valuable insights into the listener preferences and will be used to make informed decisions about the future programming.

**Radio Executives Caught by the Camera**

A newspaper clipping from a local newspaper features an article about a recent conference for radio executives. The article highlights the importance of radio programming and the role it plays in connecting with audiences.

**ANNUAL CONFERENCE OF CHAMBERS OF COMMERCE**

The annual conference of the Chambers of Commerce of Australia will be held in February 1947, in the Adelaide Town Hall. The conference will bring together delegates from all states and territories to discuss issues of mutual interest.

The conference is expected to be a significant event, with a range of speakers and presentations. The conference will also feature a exhibition of local businesses, providing opportunities for networking and collaboration.

**ELECTORAL ITEMS**

The electoral items include information about local candidates and political parties. The information includes details about the candidates' backgrounds, their policy positions, and their campaign strategies.

The electoral items are expected to provide valuable insights for voters, helping them make informed decisions when casting their ballots.

**INTERSTAGE ITEMS**

The Interstage Items include a variety of local news and announcements, including information about local events, community news, and other relevant topics.

The Interstage Items are expected to be of interest to local residents and provide valuable insights into the local community.
Mr. R. A. Bennett, of State Electric Co., and Mr. H. W. Gauthier, manager of the South Australian Broadcasting Corporation, have returned to the Western District after a holiday tour in South Australia, including Sydney and the South Coast.

Mr. J. J. Jure, manager of the Adelaide Chamber of Commerce, and Mr. G. N. Law, manager of the Australian and New Zealand Broadcasting Corporation, were guests of the 21 Club of Australia at lunch at Usher's Hotel, Sydney, on Tuesday, February 13.

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

Mr. Maurice D. Clarke, manager of the Australian and New Zealand Broadcasting Corporation, has returned from a week's visit to the Australian Broadcasting Corporation. He will be back for another tour of the Victorian Railways.

Mr. A. G. Flowerdew, manager of the Amalgamated Wireless (Australia) Ltd., has been appointed manager for New South Wales and Queensland.

Mr. R. C. Neave and G. R. Allen have returned to their respective positions as assistant managers of the South Australian Broadcasting Corporation.
Some More Subscribers to the AARDS Service

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

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