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Most People Listen to 2UW
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.

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 realized before just how much it was costing the country to carry on the national broadcasting service.

As to what is going to happen: The PBCB will have its report ready for Parliament very shortly after Easter, and there is possibility of a minority report. Specifically the PBCB 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 business man’s interest is involved along with that of the broadcasters. A Cabinet sub-committee has been formed comprising Senator Cameron, P.M., Senator Ashley (the former P.M.) and Mr. Calwell. Minister for Information, to investigate the possibilities of frequency modulation” as an alternative and additional method of broadcasting to our present AM method.

In view of the nature of the evidence given before the PBCB, 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 experiments by the P.M.O. 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 tangle of FM and ABC Stations 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. 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 so bones about their long-held belief that all broadcasting should be socialised. The PBCB investigation into ABC finances has given them an opportunity to accentuate their claims for a completely government-controlled radio system to the exclusion of private enterprises in broadcasting. Success for them in this direction would undoubtedly lead to the contemplation of holder advantages 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.
The following report appeared in the Sydney Sun of March 6, under the heading "Control of Contraceptives." 

CABARET. Thursday, Urging the Government to control 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 national suicide. It may be that the P.M.O.'s Department can take some action in respect to radio advertising and I will discuss it with Senator Calwell." 

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

"Mr. Ridley said that all medical and quasi-medical and quasi-consumer 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 the expansion through natural increase?"

"Mr. CALWELL—I agree with the protest contained in the honourable member's question, against the outrage on the public 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 to encourage people to come to Australia while some who are residing in Australia are trying, for pecuniary gain, to encourage the Australian nation to commit national suicide."

The Editor of "B.B." fails to see in the Hansard report any reference to the suggestion attributed to the Minister that the P.M.O. 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 are accurate—the inference that can be drawn from the newspaper's apparent misunderstanding of the Minister is that it is another example among many we have seen lately, to disparage the commercial broadcasting industry 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 the irresponsible press: Ed. "B.B."
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.

(Let by a Special Correspondent)

London, March 16: Good red political blood is being infused into B.B.C. broadcasts as a result of recent criticism that there were insufficient right and fairly distributed political discussion on the air in Britain.

Two purely political broadcasts have been arranged for the next 12 months opening March 16 with the Prime Minister opening broadcast 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 series 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 inquire into the manner in which the assured 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 materials 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.
President Cites Real Position of Broadcast Advertising

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. There would be fewer, 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 the case since both the Government and the A.B.C., which admits that its own coverage is not equal on the structural basis of the National service. There was a real protection for all programs generally, and especially for the capital city and our joint efforts on matters of national importance.

As Justin Miller, President of the Broadcasting Business, April 1947, has pointed out, the commercial stations, Mr. Ridley contended, are entitled to at least the same income as the government-owned stations as the special color supplements that they now produce, in addition, to the other forms of programming that are coming back into the field.

Mr. Ridley said that the Standards of Broadcasting Practice adopted by the Federation, governing both commercial and government stations, 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 set-regulatory codes such as were in operation in Australia.

The increasing number of stations, competition for radio advertising is becoming more intense, and the rising costs have increased very materially in recent years.

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 radio stations without any adjustment of rates.

2. Rehabilitation. The policy of the Federation has been to encourage the rehabilitation of stations. That meant increased costs to maintain the present high standard that has been established. The position has been determined for the special color supplements.

3. Sport. The position deteriorated in 1941, and the license fee was increased. In many instances, stations find it more profitable to operate service stations than to continue their radio operations.

4. Newspaper Advertising. The result has been higher costs to the Newspaper advertising service stations.

5. The result was a much heavier demand for advertising in newspapers. Revenue improved and larger profits were made.

6. Commercial broadcasters were in a position to utilize the services of more newscasts and commercials.

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COMMISSION CONTROL

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

We are anxious in the light of our experiences with Sir Harry Brown, that there may be no part-time administrators who could be excused to exercise similar control on behalf of the Commonwealth.

We are confident that the Post Office administrators are both alive to the present set of broadcasting practice. Much has been achieved. We have every confidence in the continuity of the present form of control.

ADVERTISING COST

Suggesting that advertising is a tax on the cost of consumer goods, the A.B.C. and with by other witnesses. Producers of consumable goods realize that the cost of their product is increased to the consumer, and it is therefore a tax.

"Commercial broadcasting as an advertising medium is

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ADVERTISING COST

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Abolition of the excise duty on radio valves will result in the necessary additional to the listeners' licence fees to provide sufficient funds for the A.B.C. Mr. C. A. Tapp,

The P.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 Manufacturers, the Electrical Manufacturers’ Assns. of Victoria and of South Australia, and the Electrical and Radio Section of the Queensland Chamber of Manufacturers.

The Council of the Electrical, Radio and Telephone Manufacturers of South Australia, therefore, recommended—
(a) the removal of the present sales tax imposed on valves; (b) the removal of excise tax and tax loading upon valves; (c) the abolition of the supplementary fee for additional household receivers; (d) 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 only £1 plus a supplementary fee of 10/- for second receivers. £809,000 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 electricity, printing and relaying the programs. We will show that the prospective listener is right to demand, and to pay, a price lower than the cost of the necessary addition to the listeners' licence fees to provide sufficient funds for the A.B.C. from the producers of radio valves.

"SHELL SHOW" OFF TO A GOOD START

The "1947 Shell Show" made a welcome reappearance over the Macquarie Network on about 29 other stations on Wednesday, March 26. It was one of the most popular programs of the year, and several more were scheduled for the coming months.

Mr. R. D. Wilson, sales manager of the Sydney office of the Shell Oil Co., said that the program was well received by the audience and that it was a success for the company.

The program was broadcast from the same studio as the previous year and featured a variety of musical acts including vocalists, instrumentalists, comedians, and poets. The overall tone of the program was light-hearted and entertaining, with a particular emphasis on showcasing local talent.

The program was broadcast from the Shell House of Music, which is located on the corner of George and Pitt Streets in Sydney. The building was originally constructed in 1879 as a music hall and has since been converted into a radio studio.

The show was broadcast on the Shell Network, which is one of the largest in Australia, and reached an estimated 1 million listeners.

The program was sponsored by Shell Oil Co., which is one of the largest oil companies in the world. The company has a long history of supporting the arts and has been a major sponsor of the Shell Show since its inception.

The program was broadcast in high quality sound and featured some of the best talent in Australia, including many well-known performers such as Slim Dusty, Johnny O'Keefe, and Molly Meldrum.

The program was a great success and was well received by audiences across the country. It was broadcast for several weeks and reached millions of listeners across Australia.

The program was hosted by Alan Burke, who is a well-known radio personality and has a long history of hosting radio programs in Australia.

The program was produced by the Shell Oil Co. and was broadcast from the Shell House of Music in Sydney. The show was a great success and was well received by audiences across the country.

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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 at all. When you look at a valve you find that you are looking at thirty or forty varieties of things, which are all taxed in Australia.

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

"(6) Repeal of the radio tax should be free of any tax burden. The radio tax burdens this great mass communication more than the press, radio, or the telephone. The press, be free of any tax burden. Public service and use, should, like the radio tax, be tax exempt, to develop its public agency and service, and the radio tax burdens this great mass communication more than the press, be free of any tax burden.

"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, motor-carrying ores, rubber tyres and tubes, cosmetics, toothpastes, toilet soaps, articles made of fur, hide or pelts, jewellery, watches, clocks, motor chassis and motor bodies, spark plugs, batteries, refrigerators, tennis rackets, fireworks, shells, cartridgbes, soft drinks, gramophone records, and so on. None of these articles is subject to excise in Australia, yet the annual pre-war output of Australian factories producing chemicals, dyes, explosives, patent medicines, and Hosts of Others!"
Fortunes spent in brand-name advertising were being jeopardised by some careless or uncourteous Australian manufacturers, Mr. C. J. Harrison, publicity manager of Horlicks Ltd., of England, and chairman of the Incorporated Society of British Advertising Managers, 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, general manager, of 2UE, Melbourne. A civic reception was tendered to Mr. E. J. Harrison, 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 publishing of the broadcast campaign at point of sale. For his own company's product experience had proved that a full press appropriation went to poster, package display and what was left over in the appropriation went to poster, package display 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 2:16 reception will be tendered to delegates and official visitors by the Lord Mayor of Adelaide, Ald. J. McLean, and the conference will be opened by the Governor of South Australia, General Sir Willoughby Norrie.

That is the way radio works. That is the way it has been working year after year. And that is the way 25M has become such a powerful sales medium in the healthy Sydney market.

Reaching a diversified audience that represents steady all-round-the-year buying power, 25M 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.

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.
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 1915, 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.

Early in 1919 the Australian Government offered a prize of £10,000 for the first Australian airman 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 Eady, put them out of the running.

In 1924, Hudson Fysh again crossed the Indian Ocean in a British aircraft to Sydney, Australia. In 1925, he was given a personal letter of introduction from Lord Curzon, the Viceroy of India, to the Governor-General of New South Wales. In 1926, 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 1926 and a later decision to locate the first Australian Empire airship at Sydney, Hudson Fysh played a vital role in the organisation of Qantas Empire Airways as a vital cog in the Empire's aerial network.

During World War II, Hudson Fysh's main efforts were directed towards the organisation of Qantas Empire Airways 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—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 Conculry, 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 Conculry-Longreach 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 60 miles per hour—the lowest ground speed he ever recorded in those days was 44 miles per hour against 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.

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During World War II, Hudson Fysh's main efforts were directed towards the organisation of Qantas Empire Airways for aerial transport to all parts of the Empire, including the outback Queensland places, including Stonehenge, Jundah, Windorah, Adavale, Quilpie, Thargomindah and Hungerford. General air taxi and joy-riding work was engaged in—part of a plan to make the outback air-minded.

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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 transport regulations.

To-day the firm of which he is Managing Director—Qantas Empire Airways—has a staff of 1,200, a considerable increase on the initial 1929 staff of 3. The Company's air routes fan out from Sydney to Suva in the East, Rabaul 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.
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.P.C.B.B. president, Mr. J. J. 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 Station.
   (d) A "Producer" is, for the purpose of these rules a Producing Company or a Production Unit who has applied for or has obtained accreditation from the Bureau.
   (e) Station means a Commercial Broadcasting Station.

2. For the purpose of this Accreditation all 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 £15/5/0 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-

6. 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.

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

8. The Producer shall conform to the engineering standards adopted by the Bureau, copy of which is attached to these rules marked Appendix 'T'.

9. The Producer shall conform to the standards of any programme being broadcast by Federal Stations.

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. In the opinion of the Bureau, the standard of any programme infringes the technical or other requirements of these rules, the Bureau may inform the Executive Committee accordingly, 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

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

Let's get together!

Sydney Representative: A. L. Finn, 65 York Street, Br. 29597

Pictured above are the judges for the 1947 parade, Maples - P. and A. Parade: Haydn James, standing and Clarrie Gange, seated. The radio programme originates through 3KZ.
Wine producers in N.S.W. claim that a new price spirit fixed by the Prices Commissioner is unfair. Under the National Security Regulations, the fixed price for fortified spirit is fixed by the Prices Commissioner. A number of distillers said that it was not possible to provide a sufficient supply at the new price. As a result, the fixed price for fortified spirit was increased from 5½ to 6 per cent of the cost of production.
Bartlett Agency's New Blood

For the conclusion effective March 31 of the Dyer-Malone Advertising agency in Sydney, and the consequent relinquishment of the Atlantic account ("B.B." March 20) there has been an interesting reshuffle of some of the smaller accounts. Amongst those which will go with Bob Dyer to L.V. Bartlett along with the Atlantic business is Biber Furs who also use a large account, has not in the past development will herald the establishment comment upon the suggestion, it is

Lloyd Martin, 21-year-old Brisbane tenor, won the grand final of the large accounts, has not in the past

evolution will herald the establishment of a new account, to join the agency staff to Dyers, which will not be on the agency staff.'

"L. V. Bartlett along with the Atlantic Broadcasting Business, April 1947".

Bartlett has won the grand final and felt

"Theatres. In the Quest, 2,164 auditions were conducted while 264 individual

Ansett and his advertising consultants

"Tour, "Aspen Tours", and "Pioneer Tours", and immediate afterwards

The move marks also Pioneer's first feature sponsorship. About the time

United Services Publicity, Melbourne, has been an interesting reshuffle of some

"Show, "Hollywood Holiday, "Mary Livingstone, "Bride's Bureau."

Ample evidence of the popularity of the station is now radiating programs for

Melbourne and immediately afterwards

by such organisations

"soap operas," is found in 2SU's morning schedules for Monday to

10% will apply. It is not to be assumed, therefore,

in other cases the rate of 10% will apply. It is not to be assumed, therefore,

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

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

First post war shipment arriving shortly

Write for Specifications and Price

SOLE AGENTS:

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

26 CLARENCE STREET, SYDNEY. B 2008

Melbourne: S. E. Tatham & Co., 170 Collins Street

Brisbane: Campbell Advertising, Adelaide Street.

National broadcasting program service to the P.M.G. experimental F-M. V.H.F.

Pioneers Tours, a division of Aspen Transport Industries, is one of the latest

Mrs. Martin will appear at the Melbourne station when it is operating on a frequency

The full statement, which also contains necessary to be made before the station is placed into service. It is expected that it will be practicable, early in May, when the tests have been completed, to operate the station on a definite schedule of transmissions, and when this is practisible, full publicité will be given.

"The station is situated at Jolimont, close by the Melbourne cricket ground, and the tower on which the equipment will be placed is some 200 feet in height, while the actual radiating space, which consists of a tubular mast, is erected on the top of that tower, and is about 20 feet high. The output power of the station is 2kW, and it is expected that it will be operating on a frequency of 91.1 megacycles per second.

A similar transmitter to that now being built for installation in Sydney. It will be on exhibition at the Royal Show at Brisbane, and immediately afterwards it will be installed on a site in North Sydney. Its power also will be 2kW, and its operating frequency will be 91.2 megacycles per second.

Theatre. In the Quest, 2,164 auditions were conducted while 264 individual

features: Sunlight "soap operas," is found in 2SU's morning schedules for Monday to

Thursday in the 11.30 a.m. time channel on the Major Networks, N.S.W., Queensland, Victoria South Australia and Tasmania.

The move marks also Pioneer's first feature sponsorship. About the time

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Mrs. Martin will appear at Mr. Martin's theatres in Melbourne, Adelaide, and in all probability to the Sydney and Melbourne "B.B.".

"The Bride's Bureau." This half-

breed broadcast incorporates helpful

information to brides and brides-to-

be, broadcast by Nhoodas Kelly.

The Acting Director-General of

Posts & Telegraphs (Mr. G. T. Chip-

p宁县) has advised "B.B." that the P.M.G. experimental F.M.-V.H.F.

stations in Melbourne and Sydney have been allocated frequencies of 91.1 and 91.2 M.C/S., respectively.

Mr. Martin will appear at Mr.

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Dyer Still Spearheads Atlantic Oil Radio Account

Bartlett Agency's New Blood

With the dissolution effective March 31 of the Dyer-Malone Advertising agency in Sydney, and the consequent reorganization of the Atlantic account ("B.B.") for March 20, there has been an interesting reshuffle of some of the smaller accounts. Among the names of those which will go with Bob Dyer to L. V. Bartlett along with the Atlantic business is Bifer Piers who also uses a lot of radio time.

Mr. Bartlett told "B.B." last week that under the new set-up Mr. Dyer would be retained by the agency in the capacity of radio consultant, and in charge of radio production, but would not be on the agency staff. An executive who had been associated with the Atlantic account with Dyer-Malone agency to join the staff of L. V. Bartlett, is Mr. Don Gibson.

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.

Talent Quest Win

Lloyd Martin, 21-year-old Brisbane tennis won, the grand final of the Wallace Bishop Talent Quest, which has been conducted during the past twelve months on stations 4BK/AFK, 91.1/92.1, and has been followed by a feature field of broadcasting business, April 18, 1947.

LOCAL NEWSPAPER ON DAYTIME

The Acting Director-General of Posta & Telegraafi (Mr. G. T. Chip

FREQUENCIES ANNOUNCED

The Acting Director-General of Posta & Telegraafi (Mr. G. T. Chip
pinnad) has advised "BB." that the P.M.G. experimental station V.H.F.

Pioneer Tours, Using Four Day Serial

Pioneer Tours, a division of Angell Transport Industries, is one of the latest big national accounts to embark on a serial radio sponsorship with the company, with the decision to let "Annie of Green Gables" carry their advertising from Monday through Thursday in the 11.5 a.m. time channel on the major network stations in Melbourne, Sydney, Brisbane, Adelaide, and in all probability stations in Tasmania and Adelaide, and in all probability stations in the Sydney and Melbourne Tivoli

SALES TAX ON ADVT. MATERIALS

The setting-deputy post tax commissioner in Sydney has issued the following reminder of alterations made in the classification of certain advertising material effective from November last:

1. It is desired to draw attention to the fact that goods sold by the terms of items 21 (1) and (2) are subject to the third schedule of the sales tax (exemptions and classification Act, 1935) 25%.

On November 15, 1946 the items were also subject to 25%.

2. (1) Programmes, schedules, syllabuses, guides or souvenirs of entertainment, amusements, exhibitions, competitions or sporting events, but not including goods used for public, patriotic, philanthropic or charitable purposes.

3. Advertising matter, but not including advertising matter for public, patriotic, philanthropic or charitable purposes, which is for use and not for sale by a society, institution or organization which is not established or carried on for the profit of an individual.

4. Any advertising matter for public, patriotic, philanthropic or charitable purposes, which is for use and not for sale by a society, institution or organization which is not established or carried on for the profit of an individual.

Another First for Presto

88-A Recording Amplifier

Using a Triode amplifier capable of standards frequency of instantaneous recordings so that they will complement the characteristics of high fidelity reproducing equipment now used in most broadcasting stations.

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

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

Tours, a division of Ansett Tours, a division of Ansett Air Transport Industries, is one of the latest big national accounts to embark on a serial radio sponsorship with the company, with the decision to let "Annie of Green Gables" carry their advertising from Monday through Thursday in the 11.5 a.m. time channel on the major network stations in Melbourne, Sydney, Brisbane, Adelaide, and in all probability stations in Tasmania and Adelaide.

The conditions of the Quest set out that the winner would receive a $50 cash prize, with the winner to be chosen by a committee, together with one month's contract for the Cremorne Theatre. Besides appearing at the Autumn Festival in Bris

Theatre in the Quest, 2,164 auditions were conducted while 264 individuals were broadcast. Quite a number of the artists who appeared in the auditions received professional engagements at the Cremorne. When presented with the cheque for $50 by Mr. Carl Bishop, Lloyd Martin said that he considered it an honour to have won the grand final and felt that at long last his ambition had been realized.

Although the Talent Quest has now concluded, Wallace Bishop's are retaining their time channel on 4BK, while the new introduced a feature which was very popular in prewar years—"The Bride's Bureau". This half-hour broadcast incorporates helpful information to brides and brides-to-be, broadcast by Rhonda Kell.
"Does Radio give Public Music It Wants?" asks Morris C. Hastings in the "New York Times"

American radio now is bringing to its listeners as much good music and of as wide a variety as the public wants. This is the opinion of the management of the networks who are responsible for the presentation of so-called "serious music" on the air. The judgment is based on the Hooper and Nelson ratings and elaborate surveys of the public tastes such as those conducted by Lazarfeld 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, any numbers 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 orchestral concerts by the Rochester Symphony, in order to permit the broadcast of Stravinsky’s 'Persephone,' we extend to the Philharmonic-Symphony and the audience for one of the finest orchestra and chamber music 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 and orchestral and chamber music such as Stravinsky’s 'Persephone' or a rarely performed work of Mozart for an unusual combination of instruments. And when we hear recitals 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 to the largest possible audience. We estimate that there were between four thousand human and persons listened. This is obviously a comparatively small audience. It is possible that if we were to make use of a slightly larger audience, it would still have been small compared to what we have been able to expect in the way of an audience to an evening's performance."

Even within the networks and larger radio stations there are in varying degrees of serious music programs are genuine. The demand for 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 music during this program, Allen than for good music, and that while those who like popular music may be less interested in what the listener may hear rare and significant orchestra and chamber music, the more the listener may hear rare and significant orchestra and chamber music.

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

The Recording Centre Pty Ltd.

Broadcasting Business, April 3, 1947 25
ROGERS' GIFT STORE, NEWCASTLE

SALARIES

15-minute statistics; interspersed with portraits of 2HD's radio masts to give the display a 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.

EXPANSION OF BROADCASTING IN INDIA

An eight-year plan which should form the first stages 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 two 20 kW medium-wave transmitters, one each at Karachi in Sind Province, Nagpur in the Central Province, Bhubaneshwar and Calcutta in Madras Province, Ahmedabad and Bharatpur in Bombay Province, Cuttack in Orissa Province, and Gwalior or Shillong in Assam Province; and
- The construction of studio buildings at Madras, Calcutta as well as provision for additional office accommodation and studio facilities at existing broadcasting centres.

OVERSEAS RADIO HIGHLIGHTS

The American nation's department store, whose advertising budgets total $157 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 Store. The show will be aired simultaneously in all markets, but only the member store's commercials will be heard in the market in which that 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 45-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 Ulverston in Holland, celebrated its first 20 years in world-wide broadcasting under the technical and administrative guidance of the Phillips Radio organization. This famous station is notable for its "Happy Programs," produced by announcer and station Director Edward Stairs, who has been at PCJ microphone from the inception of the station. Mr. Stairs will be visiting Argentina and Brazil during April and his voice will be heard as guest announcer from many leading South American stations.

"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 2,067,000 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 1939-40 and 1945-46 were 2,067,000 and 2,200,000, and wage and salaries paid were $433,000,000 and $439,000,000 respectively. In the period the average number employed increased by 600,000 and wages and salaries went up by 40 p.c. Between 1929-30 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 121 p.c., and in December, 1946 not much over 5 p.c.

RADIOIC EQUIPMENT

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

RADIONIC PRODUCTS

MEADOWBANK (SYDNEY) N.S.W. PHONE RYDE 243

4BU – BUNDABERG

has

Prestige

Popularity

Power

in Central Coastal Queensland

Make 4BU your salesman to this rich rural market

A unit of the Macquarie Network

Representatives

Sydney: Macquarie
Melbourne: Macquarie

COMMONWEALTH POWER STATISTICS

In a survey issued by the Commonwealth Statistician (Roland Wilson) at Canberra on March 13 it is revealed that there were 26,220 persons engaged in the production of electric power in Australia in the year 1941-42. The total value of the output was $17,065,000, salaries and wages paid amounted to $2,070,000. Plant and machinery to the value of $30,667,183 was employed. Total output of electrical materials and buildings at June 30, 1945, was $9,039,470.

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

<table>
<thead>
<tr>
<th>Type of Power</th>
<th>Effective Maximum</th>
<th>Capacity</th>
<th>Load</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steam (reciprocating)</td>
<td>1,602,751</td>
<td>1,417,441</td>
<td>1,203,841</td>
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<td>Diesel</td>
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<td>1,058,930</td>
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<td>Fuel oil engines</td>
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<td>Total</td>
<td>8,783,751</td>
<td>6,307,009</td>
<td>6,887,009</td>
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</tbody>
</table>

... 1,762,751 1,609,039 1,609,039 1,417,441 1,309,483 1,309,483 1,185,470 1,185,470 1,079,417

Motive Power

The total value of the output was £9,039,470. This represented a total installed horsepower of 2,716,641, using fuel during the period to a total value of £17,565,000.

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FOR 26

for nearly 3 years, is sponsoring the 7.45 a.m. announcement with Dept. of Agriculture. To-day over 300 stations provided regular farm programs about 15 stations throughout America.

The Knox Drug

Green, the B.B.C.'s Agricultural Liaison in the chairman of the Australian Broadcasting Commission (Mr. R. E. C. Boyer) and broadcast from 5DR on March 19. 5DR operates on 1600 metres when powered 690 kC/s. (690 kC/s.) watts and will give a local news service from Rockhampton.

Two New National Transmitters have been opened in March—5DR Darwin on the 13th and 4QL Longreach on March 19. 5DR operates on 200 metres (1,500 KCA) with a power of 200 watts and supplements the short wave service to that area. while 4QL operates on 435 metres (600 KCA) at 290 watts and will give a local news service from Rockhampton.

Two New National Stations opened during last month

New transmission facilities are now available in Western Australia, the annual prewar output of Australian valves when 1944 was £234,375 is paid into Commonwealth revenue. £406,875 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 £701,250 is paid annually by 1,500,000 listeners. So that if the exact tax on valves was removed, it would enable the listeners' licence fee to be increased by 9/6d. per annum without listeners paying any more. The added £25,000 would give the plans for the new station a very good start.”

“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, an additional receiver. Available statistics show that for every 20 licences there is only one supplementary fee paid and that if each listener paid £30 to the broadcasters it would be £701,250 to the public.”

“Leave Pass” Quiz Won at £292

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 answered three questions on music and was paid £225. On the occasion the contestants will all be men who lost their sight in World War 2.

4LG

Sydney-Fred Thompson, 2872

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

For the second time in their history Maples' "Fifty and Over" and Polo's "An Artist" were broadcast from the Melbourne Town Hall on Sunday, March 19. As on the previous occasion, the proceeds from the sale of tickets and donations donated to the Lord Mayor's fund — in this instance in financing the Holiday Camp for Married Women's Aids.

During the evening, Mr. Bol. Green announced that approximately £600 was raised for this worthwhile purpose.

The "Fifty and Over" program was a special presentation of fragments of well known and loved figures of an earlier Melbourne's theatrical and sporting life, compared by John Dexter, and artistically floodlit against the black velvet curtains. Many happy memories were revived by the Minstrel, with Dave Crate, Cal Gay as Bones, and Bert Ralph as Tombo, Ilena were given by Maudie Spencer, Evan Jones, Phoebe Love, Cal Gay, Mrs. Chas. O'Mara, Jim Williamson, Dan Thomas and Nellie Kolle, when the audience appluaded their old favourites with a heart-warming sincerity.

Therefore, Lord Mayor of Melbourne, thanked the people responsible for the night's gala entertainment, Maples, Polo's and America's Clothes and John Clemenger Advertising, who sponsored the show. The project which is so dear to his heart, the Holiday Camp for the Maltese children, which enables each child to be medically examined and take in the atmosphere which menaced at the outset. Cr. Connelly said that we spend millions on hospitals to cure, but it is not well while we spend money on prevention, building health for our citizens of the future. The camp, "You Are An Art" as compared by John McMahon and John Hart completed the broadcast from the Hall.

Bol. Green came to the mike in a story entitled "Beguiled," written by Mears. Bill Schreiner, Doris Cheever, Dot Pardoe, and Nellie Kolle presented them, as if they had never found their way. Muriel Moore who flew from Sydney to attend, sang again some excellent items from "The Merry Widow." Her other favourites included Tom Lockwood, von Winter, and Bill Shilling. The end of the road was obeyed by the closed. Therefore the £60 was to be donated to the Lord Mayor's Fund.

The Town Hall audience were entered (continued fact of next ed.)
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 bench 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 on 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—commissioned as a soldier of Artillery (Mobile) under Col. Harold Cohen of Victoria. Wounded Bullecourt, November, 1917. Spent next 12 months in hospitals then returned to England and went in to Fleet Street to learn something of advertising. Commissioned by Sells Ltd., advertising agents of London and after 12 months returned to home town, Melbourne, where he obtained job at Successful Advertising Agency. Appearing in the place of Hugh Berry, who had left to join "Bunny" Price and formed 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 months' course of Retail advertising with Anthony Horderns when late Hare Harrie Tar was Advertising Manager. Was given an appointment in 1922 with J. Ilof 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. Percival at Sales and Advertising (Asta) 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 Coys. Leaving, he joined Harrie Ferguson to form Ferguson Advertising Agency Pty. Ltd. as a Director. When Gordon & Gutch (Asta) 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—Harford Advertising Agency Pty. Ltd.—in 1937, Mr. McClelland became its first managing Director handling Clinton Williams productions as well as many other large accounts such as Knox Drug Company; A.M.P. Oil Company; Burroughs Adding Machines; Airline Radios; International Paint Co.; McVitie'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 an 11-year-old Victorian, Frederick Chapin, was broadcast by 2CH on Saturday last. The play is "The Little Chopin" and was presented in Madame Bern 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.

Average carry cash prizes of 10 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.

Recommenmdations from a preliminary judging panel consisting of Messrs. Harold Bowden (J. C. Williamson), Jesse Collings (Sydney "Sun"), Frank Clewlow (A.B.C.), and Miss May Hollingsworth (Little Theatre). The committee has been meeting for some time. Hearing is due to the 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. Howe, M.H.R. (Figure). "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 Widow's 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 pension 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.

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, newman Bob O'Brien made a special trip to Marylebone to attend the government convened Reconciliation meeting and broadcast talks by Mr. Stoneham, M.L.A. and the Mayor of Ballarat. In addition to being broadcast in the Roundman Dally Rewarded at 12:30 p.m., telecasts were also received at night, with 3CV Maryborough on the line-up.

As the first presentation of "Surprise Party," sponsored by Lever Bros. on 2UV Sydney, relating to the Major Network on Wednesday at 8 p.m. Harry Dearth broadcast the welcome home party to Mr. and Mrs. "Doo" Carruthers on March 3.

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 Carnegie's, Harry Dearth took along Connemara Ens Williams, ancient baritone just returned from Canada, pianist-accompanist Joan Steen, violinist-crooner Betty Williams, and the Mayor of Ballarat. In addition to being broadcast in the Roundman Dally Rewarded at 12:30 p.m., telecasts were also received at night, with 3CV Maryborough on the line-up.

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At the annual general meeting of the BREEF Club of Sydney held at Wentworth Hotel Ballrooms on March 31, retiring president, Mr. Eric Dave, said the membership had increased from 258 to 322 over the past 12 months.

The Club had been active for over ten years, and since became the second 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 President Fund but the almost complete absence of necasous cases.

The balance in the War Comforts Fund for assistance needy dependents in ex-service men, was used in servicing 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" than above, about £400 in hand, but no opportunity existed yet to use this amount. From sports activities of the Club during the year, £16 6/6 - had been raised for Sydney Legacy and for Spastic Centre.

Mr. Dave stressed reminded members that the very foundation of the Club rests on the cause of charity and its activities had been of large measure to this underlying motive.

Mr. Dave paid special tribute to the Manager's of the Boyce-Esmeck Corporation, the excellent service he had rendered the Club over the past year, also to Mr. Tom Matthews and to hon. auditor Perc Lovett.

Treasurer's Report: Hon. Treasurer, Mr. T. Matthews reported the year's income at £800 9/2 with an expenditure of £776 0/2, leaving a balance of £16 3/0. Among the Club's sources, leaving a balance net balance, while Trust Funds totalled £48/2/2.

NEW BOARD OF MANAGEMENT

The president declared the following iepo facts elected by the Board of Management as there were only 12 nominations:


NEW CONSTITUTION

After many months of study by the BREEF Club and the Board of Management finally arrived at the new constitution and rules. These were submitted to the annual meeting, and adopted unanimously. The major change was in the name of the Club, increased being "Broadcasting, Radio, Electrical, Fellowship Club of Sydney." The word "fellowship" reappearing in the title of the Club.

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**PROGRAM BUSINESS**

"Kia Ora Sports Parade," sponsored by Kia Ora Fruit Juices Ltd., was broadcast on Friday from the Myer Football Grandstand through SK2 microphones from the Port Melbourne Town Hall, on April 11, 1947, in a series of broadcasts from Melbourne suburban Town Halls. Last year's success is expected, when respective football clubs received the proceeds of each night's show.

"Kia Ora Sports Parade" raised over £2,000 for the various clubs who participated in the arrangement. Companions are McK B.N. and Lew Bennett, with Gordon Ratray, ex-league footballer, as commentator on the day's play. The broadcast, which is from 8.30 to 9.45 p.m., is followed by a concert given by popular variety artists, including Max Reddy and Doug Elliott. Kia Ora Fruit Juices Ltd.'s account is served by John Clemenger Pty. Ltd.

Macquarie Sports Hour has moved to the City Co. Pty. Ltd. (Gold Sponsorship of R. M. Gow Ltd.)

"Macquarie Racetrack," "Sportsman's Week," "The Macquarie Reviews" and "Penny Selvände," broadcast five afternoons a week, from Monday to Friday at 3.45 p.m. to 4.30 p.m. were allocated to various charities from the contributions sent in to the station is recorded by a series of complete unit plays presented from the Macquarie Auditorium, Macquarie Stadium, and Ted Harris leading the sports routine.

In order to introduce a new afternoon musical feature, and to assist the funds for the Austin Hospital, McK Melbourne Ltd. have sponsored "These Men Tell Tales." "Radio Musique," "Macquarie Racetrack," "Sportsman's Week" and "Penny Selvände," broadcast five afternoons a week, from Monday to Friday at 3.45 p.m. to 4.30 p.m.

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Purely Personal

Sir Lloyd Dumas, chairman of directors of the Advertiser Network in South Aus-
tralia, announced last week that the firm is leaving for America by the "Maitlanduhs." Syndney commercial broadcasting stations are still on the air. In fact, the big A.W.A.
Towns Hall on March 9. Noted A.P.C.B.
governor, W. J. M. McWhirter, is the new 
Director, Messrs. F. A. H. Stark, at the office 
of the A.W.A. Sydney, has just announced the 
appointment of F. A. H. Stark, general 
manager of the firm. Also, the firm's manager, H. E. "Jack" Bower, has been 
appointed manager of the firm's Sydney office.
With them also are that very 
noteworthy Sydney, John M. Max-
well, of the A. & W. Maxwell and Staff.

Mr. Claude C. Chambers, D.M. manager, and an
inventive broadcast manager, set all night about 
orienteering through the most modern 
multiplex (15 watt) which Mr. Cox ha 
accounts, the firm of 
Harold Cox, 
through a 
up an interestmg appo.

In America, is visiting Australia on a 
trip, and, if possible, Indo-China.

Mr. Mervin Gates, international broadcast manager, is visiting Australia on a 
mission, in visiting Australia on a 
mission, 

Mr. Monty Williams, an American 
merchantman, has been visiting his native 
state, Virginia to his native 
state, Virginia to 

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