



'Good Mornings' begin with Gillette

Yes, you feel like the man on the flying trapeze after shaving with blades so good-tempered as these! Gillette Blades are available at all Tobacconists, Chemists, Hardware and Department Stores.

G21.5b



**INSTANT
RELIEF** *with*
TONKING'S
Linseed
COUGH MIXTURE
Safe for All the Family

Distributors: Sharland & Co. Ltd., Dixon St., Wgtn.

BEAUTIFIER OF THE BATHROOM

CHEMICO
BATH & HOUSEHOLD
CLEANSER

Chemico—you will marvel at its magic in bringing gleaming snow-white radiance to all enamel and porcelain. At its touch... dirt, stubborn stains, rust marks, water lines... dissolve and vanish.

And in the kitchen... Chemico makes the sink, refrigerator, range, walls and floors, even chinaware... glitter.

Approved by Good Housekeeping Institute. Made in N.Z. for County Chemical Co. Ltd., England, by Simms Jones Ltd., Christchurch.



SOUTH AFRICA MAY FOLLOW OUR LEAD

Parliamentary Broadcasts and Commercial Radio

ANOTHER visitor from overseas has come to New Zealand to study our broadcasting system and find out something about the practical workings of Parliamentary broadcasting. He is Major René S. Caprara, Director-General of the South African Broadcasting Corporation. Last year, the Australian Broadcasting Commission sent its chairman (R. J. F. Boyer) and its Director (Lt.-Col. C. J. A. Moses) to study our Parliamentary broadcasts, and they subsequently reported in favour of the idea being adopted in Australia. Now, South Africa is interested not only in our broadcasts from the House of Representatives, but also in our administrative set-up whereby both commercial and non-commercial broadcasting is carried on under the same authority. Major Caprara is spending about a fortnight here, and "The Listener" interviewed him after he had been here a few days.

SOUTH AFRICA at present has no commercial broadcasting of any kind, although the corporation is empowered to broadcast advertisements. It also has no system of broadcasting from Parliament. It has not even broadcast election speeches in the past. Shortly, if the board of the corporation approves, commercial broadcasting will be set up, under the commission's control, with a completely new network of stations, additional to those now operating, and the way in which this system will be administered will be influenced very largely by what Major Caprara reports after his visit to Australia and New Zealand.

Here for Two Things

Major Caprara is a friendly, helpful visitor. He agreed to come and see us in our own office and be peppered with questions about South Africa's broadcasting service. He sat down and put a hand on each knee, and said: "Why have I come here?" Then he answered his own question:

"I've come for two things. First of all to see how you operate your Parliamentary broadcasts—I won't be able to hear any while I'm here, unfortunately, but I hope to discover what your people really think of them. On the face of it, it seems a good idea. I want to find out how it works in practice. And secondly, I want to know how it works out to have the same authority running your commercial stations and your national service.

"We are modelled on the same lines as the BBC—a public utility corporation. But we feel that the system, which is a monopoly system, can lend itself to complacency on the part of the staff, and that that very healthy element of competition which could be there is lacking. And as there's a lot of money knocking about in South Africa that wants to express itself on the air, we don't see why we shouldn't get down

on some of it for the general good of broadcasting! We want to run the commercial stations ourselves, but encourage private production companies to produce entertainment and features to sell to sponsors."

"Just let us get a clear idea first of what you have at present," one of us said.

Two Programmes

"We have two sets of programme, the A and the B. The A programme is in English and the B is in Afrikaans, but we don't call them the English programme and the Afrikaans programme because we want to hang on to the idea that they are South African programmes, alternative to one another both as to items and language of presentation."

"Then you don't just put the one programme over in two different languages?"

"On the contrary—they're contrasted as much as possible, so that a listener who doesn't like one will have a fair chance of getting what he wants from the other."

"Are all your listeners bi-lingual?"

"We have to presume that. We can say that 99 per cent. of Afrikaansers speak English. But not all English-speaking South Africans can speak Afrikaans."

"And are these programmes the only two you have over the whole Union?"

"No. We have a regional arrangement. We have an A and a B programme in Capetown, the same in Johannesburg, and the same in Durban. Under favourable conditions, some country listeners have a choice of more than two programmes at night, by picking up the reflected wave. It is much the same as your present system, with two regional programmes for each population area, and some overlapping in between. Only we have no commercial service.

"Australia and New Zealand are both important to us, as examples. England has a fixed system, fixed one way. America has a fixed system, fixed the other way. Here in Australia and New Zealand you have combinations of both, and the ways in which you have combined them are different.

"What is your licence fee?"

"Far Too Cheap"

"Thirty-five shillings. You can say that, and say it loudly. I have strong feelings on the matter—I think broadcasting has been made far too cheap everywhere. I was very glad when the BBC raised their fee from 10/- to £1. They set the standard years ago, and set it far too low! People are quite happy to pay 2d a day for a paper (and often 4d for two) and yet for some reason or other they have been led to expect broadcasting for far less. In your case for less than a halfpenny a day."

(continued on next page)