

Ash Long: Newspapers

Sunday Sport, Sunday News

■ When **Gordon Barton** closed the *Sunday Observer* newspaper in 1971, **Maxwell Newton** was quick to replace it with the *Melbourne Observer* newspaper within a fortnight.

Newton enlisted **Victorian Football League** identity **Harry Beitzel** to build the sports section of the newspaper for a sports-mad **Melbourne** readership.

This was still an era of all **VFL** matches being played on a Saturday afternoon, and trots (harness racing) being staged at the **Melbourne Showgrounds** on a Saturday night.

Henry John Beitzel was born on April 6, 1927, coming to prominence umpiring 182 VFL matches between 1948-1960.

After an operation on his achilles tendon, Beitzel regained fitness and intended to continue umpiring, but instead took up a role in the media for the 1961 season.

He joined radio station **3KZ** as a replacement for **Jack Mueller**.

Beitzel later covered football for 3AW, 3AK and the ABC radio stations, as well as writing for the *Herald Sun*, *Truth*, *The Sunday Telegraph* and *The Australian*.

His early work on television was on the **ABC**, pioneering broadcasting with innovations included the introduction of statistics during broadcasts of matches, as well as comprehensive previews and reviews of games, a format which is still popular today.

He drew inspiration from watching the 1966 **All-Ireland Senior Football Championship Final** on television, and in 1967 sent an **Australian** side – ‘**The Galahs**’ – to play the game against an **Irish** side.

Beitzel followed this up the next year with the **Australian Football World Tour**, a six-match series with games played against **Irish** teams in Ireland, the **UK** and **United States**.

The 1968 Galahs also played exhibition matches of **Australian Rules** throughout the tour, including a game in **Bucharest, Romania**.

Beitzel had started a newspaper, *Footy Week*, published weekly during the football season from about 1965.

For some of its life, *Footy Week* was available free from businesses such as **Spotless Dry Cleaners** and **Caltex** service stations.

SUNDAY SPORT

HARRY BEITZEL'S

FOOTY WEEK

JULY 18, 1971 VOL.7 No.16

"FOOTY WEEK" adopts a new name and a new identity this week.

Now called "Sunday Sport", it is a bigger and better paper, combining all the "Footy Week" features with a host of other information, pictures and highlights. "Sunday Sport" tells you all you need to know about what's happening on the sporting scene.

The new features include:
 • A complete turf section, with furlong and final pictures of each Melbourne race.
 • All the details of Saturday night's

Showgrounds trotting, with bell-lap and finish pictures of each event.

• Full form guide for Monday night's Olympic Park greyhound racing.
 • Full form guide for Monday's country trotting.

There are many more. And, of course, there are all the regular "Footy Week" features — the best pictures, match commentaries by the men who really know the game and the complete match statistics.

If you're a sportsman or a sports fan, you won't want to miss "Sunday Sport", the complete sporting weekly.

INCORPORATING...

NOW AN ALL-SPORT SUNDAY PAPER — DON'T MISS IT.

5 REPORTS DAY OF SUMMERS

Shock results, shock reports and injuries to key players featured yesterday's VFL round. The final four is as wide open as ever.

Final four contenders Melbourne, Carlton and Richmond all went down, St Kilda jumped from sixth back to third on the ladder. Footscray won their fifth match in a row to finally get winning percentage of the four.

Reported players were: St Kilda's John McIntosh on a kicking charge, Gordon's Reid, South Melbourne's Neville Miller and Ricky Quade, and Fitzroy's Alex Ruzickic are all on striking charges.

Key players injured included Gordon's star full forward Doug Wade (calf bruise), Hawthorn's Geoff Angus (he was on crutches last night with an ankle injury), Essendon's Charlie Payne (suspected broken ribs) and Richmond's captain Roger Doan and key backsman Peter Cook (both leg injuries).

INSIDE...

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Umpires racing into parks of fighting players featured in yesterday's VFL round. Melbourne and VFL Park in the background. Gordon's match, the crowd gasped as Doug Wade (calf bruise) and boundary umpire, but what had happened was that the umpire collided with him and crashed to the ground. Wade got the free kick.

Test fast bowler Alan Thomson was central umpire in the Fitzroy — Melbourne reserves game and was in the limelight. He reported Fitzroy's David Peoples for allegedly using abusive language to him. Later, VFL officials were told that Thomson would also report one of their players for abusing him.

He, getting in range of FITZROY and now must be a very shaky final prospect. The surprise of the day was COLLINGWOOD's struggle. "None of the boys," Coach Brian Dixon, who has been at North this year, said, "couldn't get into the game." "You had them and I let them off the back," he told his players after the absence of McKenna and Faddenham — struggled all day.

Among the goals were Peter Hudson (six), Alan

Dove (4) and Doug Wade (only 2).
 The full list of reports is at Ruzickic (Fitzroy) was reported by boundary umpire Gulliver and (Fitzroy) umpire Cole on a charge of having struck R. Hodges (Melbourne) in the third quarter.
 John McIntosh (St Kilda) reported by R. boundary umpire Cook on a charge of having kicked Kevin Hall (Carlton) in the first quarter.
 N. Miller (St Kilda) reported by field umpire Coates on a charge of having struck R. Moncrieff (Hawthorn).
 R. Quade (South Melbourne) was reported by field umpire Coates on a charge of having struck B. Stevenson (Hawthorn).
 G. Reid (Gordon) was reported by umpire Kelly on a charge of having struck J. Castle (Fitzroy) in the last quarter.

LEAGUE CATEX LADDER

	W	L	D	For	Agst	P.C.	Pts
Hawthorn	12	3	1	1733	1102	157.1	40
Collingwood	12	3	1	1743	1238	140.8	50
St Kilda	10	6	1	1609	1194	134.7	40
Melbourne	10	6	1	1466	1241	118.1	40
Richmond	10	6	1	1581	1401	112.8	40
Carlton	10	6	1	1471	1491	98.7	40
Fitzroy	10	6	1	1541	1566	98.4	40
Fitzroy	7	9	1	1451	1457	99.6	28
Nth Melbourne	7	9	1	1264	1381	95.8	16
Essendon	3	12	1	1266	1677	75.5	14
Gordon	2	14	1	1281	1816	69.8	8
St Melbourne	2	14	1	1158	1669	69.4	4

NEXT WEEK
 Richmond v North (W)
 Essendon v St Kilda
 Carlton v St Kilda
 Fitzroy v Geelong
 Hawthorn v Footscray
 Collingwood v Melbourne

Footy Week is owned and published by Harry Beitzel & Pty. Ltd., P.O. Consultants, 187 Cleveland St., St. Melbourne, phone 699-1031, and printed by Stockland Press Pty. Ltd., c/o Queensbury St. and Peel St., North Melbourne.

TODAY'S WEATHER

MELBOURNE — cloudy with showery periods and isolated thunderstorms. Moderate to fresh west to southwest winds.

PORT PHILLIP and WEST-ERN PORT BAYS — West to Southwest winds of 15 knots with choppy seas.

VICTORIA — cloudy with showery periods and isolated thunderstorms. Southerly about the northeast ranges. Moderate to fresh west to southwest winds with moderate seas.

The spoiling fist of Victoria's Brian Myroth throws the marking attacks of three WA players.

Victoria outlasted Western Australia in the match in Perth, leading comfortably from quarter time onwards and winning 18.16 to 13.8.

Dig winners for Victoria were the rucks, centreman David Thorpe, winger Keith Greig and defender Peter Knights.

Peter McKenna kicked six goals and could have got more. He had so many opportunities early that his listed opponent Greg Atchury was moved off him before half-time.

FULL REPORT — Back Page.

Australia's top sports Scoreboard on 3UZ

● **Sunday Sport** launch announced in *Footy Week*, 1971

Geoff Slattery's *The Stats Revolution* acknowledges **Beitzel** and his business partner **Ray Young** as pioneering the use of match statistics including kicks, marks, tackles, frees for, and scores for each player and game.

Early, **Footy Week** was available midweek through the retail outlets, then **Beitzel** upped the ante by producing the newspaper on a Saturday night, with the publication available to readers first thing on Sundays.

The **Long** family was involved with the weekly distribution of **Bar-**

ton's *Sunday Observer* from 1969, and later the *Sunday Review* from October 1970.

The *Review* (later named *Nation Review*) used an independent network of milk bars across Melbourne, and Beitzel engaged the distributors to deliver the papers on a Sunday morning, first with *Footy Week* to Caltex service stations.

The **Victorian** edition of *Footy Week* was like the around-the-grounds coverage that **Beitzel** and his colleagues pioneered on **Melbourne** radio.

The Long Way

Ash Long: Newspapers - Sunday Sport, Sunday News

Not long after their 'partnership' commenced in March 1971, Newton and Beitzel fell out.

With the help of Sir Frank Packer's Australian Consolidated Press, the *Observer* was delivered to newsagency sub-agents for the first time.

Until that time the sub-agents had only sold Sydney Sunday papers, trucked overnight from New South Wales to Victoria.

The local Melbourne weekend newspaper diet included the Saturday night edition of *The Herald*, and the Saturday night edition of the *Sporting Globe*.

Beitzel recognised Melbourne people's insatiable appetite for all things sport.

He announced in the July 18, 1971, edition of *Footy Week* that his newspaper would carry a new name and identity the following week.

"Now called *Sunday Sport*, it is a bigger and better paper, combining all the *Footy Week* features with a host of other information, pictures and highlights."

Beitzel announced a new turf section with "furlong and finish pictures of each Melbourne race, all the details of Saturday night's Showgrounds trotting with bell-lap and finish pictures of each event".

The new *Sunday Sport* included a guide for Monday's country trotting.

The final edition of the newspaper using the *Footy Week* name was 20 pages "published by Harry Beitzel & Associates Pty Ltd, P.R. Consultants, 183 Clarendon St, South Melbourne, phone 699 1033, and printed by Stockland Press Pty Ltd, cnr Queensberry St and Peel St, North Melbourne".

Writers included Tom Lahiff, Arthur Oliver, Roy Wright, Doug Bigelow, Jack Currie, Jonathon Isle; with soccer coverage from Len Stone; racing by 'Peeping Pete' (Harry Beitzel's brother, Vic), Frank O'Brien; greyhounds with Peter Pearson; and trotting with Peter Wharton.

Much of the typesetting was completed by Shirley Forbes on an IBM golfball machine. I later worked with Shirley on the *Farrago* newspaper at the University of Melbourne in 1975-77.

Advertisements appeared for radio stations 3UZ, 3XY (Jack Dyer) and 3KZ; and the ABV-2 football show hosted by Harry Beitzel.

TODAY'S WEATHER

The weather bureau reports today will be cloudy with occasional showers.

The maximum temperature today will be in the low 40s.

There are current strong winds blowing from Port Phillip Bay.

These winds will be West to South West with winds of up to 25 to 30 knots.

Higher squalls in excess of 30 knots are expected as well as rough seas.

HARRY BEITZEL'S

SUNDAY NEWS

JET TO LONDON

\$395

SPECIAL DEPARTURE 1-2 NOVEMBER, 1971.

WORLD CHARTERS PTY. LTD.

5th Fl., 395 Collins St., Melbourne

PHONE: 654-4133

Melbourne's own family newspaper.
Sunday, October 2, 1971.
Vol 1, No. 2. Price 12c.

FIRES RING SYDNEY

Large areas of outlying Sydney were blacked out last night because of yesterday's devastating bush fires.

Thousands of firemen and volunteer fire fighters battled against the raging fires for more than six hours yesterday.

Late last night damage was estimated at more than \$1,000,000.

Dozens of the men were still being treated for the effects of smoke and minor burns in Sydney Hospitals, and the Princes Highway was reported closed at Wollongong.

The State government has declared a state of emergency in the Blue Mountains.

The ban on lighting fires in the open has been extended.

The Chief Secretary at NSW, Mr Eric Wynn, said last night "People can be prosecuted even for lighting a match in the open."

Senior fire officers admitted they did not have the men or equipment to fight the fire.

Temperatures on Thursday and Friday of more than 90 degrees and these inland winds created one of the worst fire conditions in Sydney for almost 10 years, said one senior official last night.

Fires in the outlying area of Tumbarumba threatened two hospitals, the Lady Doreen and the Princes Juliana and 40 patients were evacuated.

More than 70 metropolitan brigades battled fires that came close to the city at Allamby Heights, 11 miles from Sydney.

A timber yard at Guildford, 14 miles from Sydney, was gutted.

Yesterday's temperature was 81 degrees while winds of nearly 70 miles an hour swept the fires forward faster than the men could control them.

Reports late last night said the Princes Highway was still cut off at Wollongong.

TIDINGS, OH GLAD



Iris Mason, 21, and her friend, Mr B. Humphries were at the Playbox Theatre last night.

Mr Humphries, also known as Baz, gave Iris a nice big bunch of gladioli.

Well, it was her birthday. She was 21 - again. Try as she might, Iris can't get more than 21 candles on the cake.

Bazza and Iris have been together for about 200 performances of the Humphries extravaganza, "A Load of Old Stuff" - the longest-running one-man show in Australian show history.

When the SUNDAY NEWS mapped her and Baz at the interval of last night's show, she was busily preparing for the late-night birthday party with a few preliminary drinks.

"A load of Old Stuff" in which Iris performs incredible feats with the piano ivories, finishes on November 6.

FOOTNOTE: Edna Everage almost joined the ranks of the departed Friday evening when she tripped - up - on a suburban gladioli.

CRASH! That's torn it



This \$7,000 Bolwell fibreglass sedan was ripped almost in two when it and a small sedan collided at the corner of Chapel Street and Dandenong Road, Windsor late last night.

Nobody was injured.

A witness, Mr Peter Kenyon, 20, a student of Cheltenham was working nearby when he heard the sound of the impact.

"There was this shattering crash," he said.

"I ran out on to the road to see that no one was injured and saw the yellow Bolwell almost torn in two."

South Suburban Towing Service attended the accident.

PICTURE BY PHIL BEDGOOD

● **Sunday News started publication in September 1971. It lasted only 26 editions, and lost more than \$200,000.**

Sunday Sport continued until the 1971 VFL Grand Final, to be superseded by a weekly 32-page newspaper, *Sunday News*.

Priced at 12 cents, the mono (black-and-white) newspaper included reports by Maureen Gilchrist, Colin Talbot, Michael Cahill, Michael Foulkes, Basil Silcove, Peter Janson and a soccer writer 'Martin Aston'.

In edition number two, Harry Beitzel appealed for newsboys aged over 12: "I can personally assure all parents, and the boys themselves, that they will be given an honest deal and will be helping to build a decent family newspaper for Melbourne."

Sunday News only lasted 26 editions, and losses for Beitzel totalled more than \$200,000. Many creditors were left unpaid.

Fairly early in its life, Beitzel sacked the *Nation Review* distributors from distributing *Sunday News*.

The newspaper did not come up to the standard set by Newton's *Melbourne Observer*. Its distribution arrangements meant poor retail sales, and advertising revenue was meagre.

Footy Week, *Sunday Sport* and *Sunday News* were pioneers of VFL media. Harry Beitzel's contribution was recognised with his entry into the Australian Football League's hall of fame in 2006.