

# Latest License Figures

JUNE AND JULY, 1935

## New South Wales

	June	July
New issues	5,768	6,384
Renewals	22,777	27,944
Cancellations	4,523	4,819
Monthly Total	279,166	280,731
Nett Increase	1,245	1,565
Population Ratio	10.53	10.59

## Victoria

New Issues	4,716	5,463
Renewals	20,482	22,230
Cancellations	4,323	3,016
Monthly Total	237,247	239,694
Nett Increase	394	2,447
Population Ratio	12.90	13.03

## Queensland

New Issues	1,913	2,203
Renewals	5,739	6,411
Cancellations	1,298	715
Monthly Total	67,546	69,034
Nett Increase	615	1,488
Population Ratio	7.02	7.17

## South Australia

New Issues	1,661	1,912
Renewals	7,423	8,304
Cancellations	1,432	671
Monthly Total	76,515	77,756
Nett Increase	229	1,241
Population Ratio	12.97	13.18

## Western Australia

New Issues	1,298	1,409
Renewals	3,798	4,160
Cancellations	691	417
Monthly Total	41,257	42,249
Nett Increase	607	992
Population Ratio	9.29	9.51

## Tasmania

New Issues	744	891
Renewals	1,682	1,893
Cancellations	580	517
Monthly Total	20,121	20,495
Nett Increase	164	374
Population Ratio	8.76	8.92

## Commonwealth

New Issues	16,101	18,262
Renewals	61,901	70,942
Cancellations	12,847	10,155
Monthly Total	721,852	729,959
Nett Increase	3,254	8,107
Population Ratio	10.74	10.87

The above figures include:—

Total Free Licenses to the Blind	1,636	1,675
Total Paid Experimental Licenses	1,320	1,329

# Analysis of Quarterly License Figures Just Released

By the P.M.G.'s Department

## Commonwealth Position

The quarterly license figures showing the distribution in country and metropolitan areas in all States as at June 30, have just been released. A gratifying feature revealed is that there are now 45 in every 100 dwellings through the Commonwealth equipped with radio, as compared to 44 at 31/3/35 and 43 at 31/12/34.

In the metropolitan areas, i.e., within a radius of 12 miles of the capital city, 64% of the homes are equipped with radio. This is an increase as from 31/3/35 of 2%. In country areas, 29 in every hundred homes are radio equipped, an increase of 1% in 3 months.

During the three months from 31/3/35 to 30/6/35, radio licenses increased 19,646 or 6,549 each month. Total licenses in force at June 30 are now 721,852. From April 1 to June 30, 1935, there was therefore an increase of 2%, as compared to 3% over the first three months of this year. During the six months of 1935 there has been an increase of 5% in licenses issued.

## N.S.W.

In Sydney, N.S.W., during the three months covered by the figures, radio equipped homes increased by 4,471, bringing the total to 185,239, which means that 63 in every 100 homes have the radio on. This is a 2% increase over March 31, 1935 figures.

N.S.W. country areas improved by 2,353, bringing the total licenses in force to 93,927. The increase in the various main country centres is as follows: Albury district figures increased from 5,131 to 5,193; Bathurst went from 5,596 to 5,819; Broken Hill from 2,144 to 2,154; Corowa from 5,757 to 5,903; Dubbo from 1,767 to 1,820; Goulburn 3,862 to 3,925; Grafton from 1,997 to 2,097; Gunnedah 2,190 to 2,332; Lismore increased from 4,063 to 4,135; Moss Vale from 9,256 to 9,574; Newcastle from 23,814 to 24,792; Tamworth from 2,519 to 2,682; Wagga 4,442 to 4,551; Orange 3,461 to 3,542; Wollongong 15,199 to 15,734.

## Victoria

Radio equipped homes in the Melbourne area now number 166,406, a net increase of 3,444. This means that 69% of homes in the city area have radios, an increase of 1% since March 1935. The country area jumped to 70,841 from 69,154, an increase of 1,687.

35% of Victorian country homes are now equipped with radio and the entire State is richer by 5,131 licenses. The various country districts improved as follows:—

Ballarat 17,858 to 17,941; Bendigo 8,590 to 8,811; Geelong (excluding Melbourne) 19,318 to 19,527; Hamilton 4,324 to 4,349; Mildura 2,220 to 2,260; Sale 4,019 to 4,097; Shepparton 6,411 to 6,501; Swan Hill 2,282 to 2,366.

## Queensland

54% of metropolitan dwellers in Queensland are now radio equipped, licenses having increased 1,853 to 38,405. In country areas the license increase was 1,088, making the total 29,141, and 19% dwellings with radio. Ayr went up to 2,089. Cairns jumped from 898 to 943. Mackay rose from 944 to 957; Maryborough from 2,580 to 2,716; Rockhampton from 3,180 to 3,445; Toowoomba from 8,337 to 8,832; Townsville from 2,012 to 2,094; Warwick from 5,078 to 5,299.

## South Australia

A healthy increase is shown in South Australia. Metropolitan licenses increased 1,420 to 51,495, bringing the percentage of homes with licenses up to 66, an increase of 2% on the figures of 31/3/35. Country area licenses advanced by 687. The total number of licenses now in force outside the 12 mile limit is 25,020. District figures improved, as Crystal Brook figures rose from 6,135 to 6,188. Port Lincoln 803 to 804; Port Pirie 4,804 to 4,848; Mount Gambier from 2,035 to 2,108; Murray (exc. metropolitan area) 5,830 to 6,114; Renmark 1,627 to 1,696.

## Western Australia

The figures for the three months show the Perth area has increased 1,513 licenses, the total number of licenses for Perth at 30/6/35 now being 29,727. An increase of 2% in the number of dwellings is shown by these figures, making 60 in every hundred dwellings in Perth equipped with radio.

Country licenses went from 11,035 to 11,530, a net increase of 495, and bringing the percentage of radio equipped homes from 19 as at 13/3/35 to 20 as at 30/6/35.

Comparison of country district figures as at 31/3/35 and 30/6/35 is as follows: Albany went from 626 to 684; Bunbury from 1,645 to 1,815; Collie from 1,622 to 1,791; Geraldton from 477 to 503; Kalgoorlie 1,079 to 1,089; Katanning 1,324 to 1,434; Merredin 898 to 937; Narrogin 754 to 821; Northam (ex. Perth) 1,498 to 1,615; Wagin 1,039 to 1,122; Wiluna 170 to 206.

## Tasmania

For the quarter ended June 30, the increase in the Hobart area was 237 licenses, the figure going from 7,684 to 7,921. 56% of metropolitan homes are now equipped with radio, an increase of 3%.

Country area licenses moved up 398 from 11,802 to 12,200. In country towns, 31% of dwellings are radio homes.

Burnie increased from 3,692 to 3,864; Devonport 7,079 to 7,408; Launceston 6,598 to 6,890; Ulverstone 3,323 to 3,471; Queenstown 744 to 782.

# BROADCASTING BUSINESS

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# Television for Australia

By O. F. Mingay

AS announced in the current issue of "Radio & Electrical Merchant," the rights on the Baird Television System have been acquired for Australia by an association of Australian manufacturers, and these rights cover both transmission and reception, i.e., the manufacture and construction of transmitters and the manufacture and sale of receivers.

This announcement is of great interest to all radio manufacturers, broadcasters, broadcast advertisers, and even the listening public. The future surrounding this latest development of the electronic art is beset with vast possibilities, in fact, so much so, that one's head almost aches in trying to visualise what will be the future of this marvellous development of modern science.

We have heard and read so much about television being "round the corner" for a number of years, that the general public has become almost tired of seeing references to it, but nevertheless, they are all still keenly interested. The radio industry, the broadcasting industry, and all those people so closely associated particularly with commercial broadcasting, are always on the qui vive as to what is going to happen with television to-morrow. In fact, it would not surprise anybody—the most expert engineer or the layman in the street—if a most fantastic, futuristic idea was pronounced in regard to the possibilities of television.

What the future holds remains to be seen, but as we have been preaching the coming of television for a number of years, we feel, after having been associated with broadcasting since and prior to its inception, that the service that radio and television will perform for the people of Australia, has not yet been appreciated.

Now, let us have a look at what might be the position as indicated by the introduction of the Baird System into Australia.

The first thought that enters everybody's mind is that existing broadcasting stations will also be out of date and all future transmissions will be on an entirely different wavelength that cannot be received by modern receivers.

That is an entirely erroneous impression.

Certainly television transmissions at the present time are going along the 5 to 10 metre band with frequencies from forty to sixty million, all of which sounds most fantastic but nevertheless is very true.

## Position in Australia

It is our opinion that in Australia the actual vision side of the transmission, i.e., the transmission of the actual picture will be on the short wave lengths (higher frequencies), but the audible transmission, i.e., the sending out of the voice and the accompanying music will still be conducted on the ordinary broadcast band, over the ordinary commercial broadcast station transmitter.

The reason why we hold that opinion, is that in England the British Broadcasting Corporation has an absolute monopoly on the ether and therefore commercial broadcasting stations or independent stations are unknown. Licenses cannot be obtained from the Postmaster-General for operating any stations outside of the B.B.C. The Baird Television Company, who for years have been co-operating with the B.B.C. conducted an experimental transmission with a thirty line picture on about a 250 metre wavelength. As further developments occurred the Baird Company got special permission to erect experimental stations on the short wavelength and these are being carried out but they could not co-ordinate their audible transmissions because of the B.B.C.'s exclusive monopoly.

Now in Australia we have a multiplicity of commercial independent stations in addition to the number of national stations. It will be quite competent for a television transmitter to be connected with the broadcast transmitter,

and on the one hand the visual signals go over the ultra short waves while the music and voice transmissions go out over the existing commercial transmitters and will thus be receivable on the 750,000 licensed wireless sets in operation to-day.

## If Not — Then?

If, by any chance, this scheme is not followed, it will definitely make the existing broadcast receivers incapable of picking up the television audible accompaniment. However, we see no reason either technically or commercially why the existing broadcast band should not be utilised and so give the public the maximum service possible.

It is not to be expected that the actual television transmitter will be in operation for as many hours of the day as the commercial broadcasters are on the air to-day, but even if the television transmitter itself is only in operation for two hours a day, during those two hours, the commercial broadcasting station will transmit the audible accompaniment.

That is, in our mind the most logical course to pursue. It will prevent any public outcry against making existing receivers obsolete, and, at the same time, will give an impetus to television development because listeners will be able to hear the audible side and yet not see the visual side. This should make them extremely curious and desirous of acquiring a television receiver at the earliest possible moment.

(Continued on page 2).

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September 20th, 1935

## EDITORIAL.—(Continued).

Therefore, broadcasting stations, radio manufacturers, radio dealers, and the listening public should see that this scheme is carried into effect, and that we do not rigidly follow the practice in Great Britain or America where developments are tending along the ultra short wave for the audible transmission.

Maybe technical developments might show us where this scheme is at fault, but as yet we have not been able to see any flaw in our proposition.

## The Future Trend

Now as to the trend of developments—We also predict that for the first two or three years at least the television development will be along experimental lines purely and simply. This will be so for many reasons, chiefly that it will be impossible to import a large army of television engineers and technicians who are familiar with the technique of transmission and reception of television. In the first place there are not enough men available on the other side of the world to even meet their own requirements, let alone send any spare parts out to Australia. Therefore, the Australian Radio engineers both in the transmitting and reception field will require a fair time to arm themselves with all the information to carry out experiments that time will permit them, and so become conversant with the intricate technicalities that are involved in the technique of television. That, principally is the reason why television will be reasonably slow in developing in this country, but after a few years and then up to about five years, we expect to see complete television receivers sold similar to the broadcast receivers that are sold to-day, and being able to give just as good service to the public as broadcast receivers do to-day.

## A Warning

A still further warning is given to all concerned. Look out for the individual who says he knows all about television. There is hardly any such animal existing to-day. Encourage the public to purchase parts and bits and pieces to put them together and so co-operate in the experimental period, and if this course is adopted in a sane manner, nothing but success can come to Television in Australia.

This is indeed a momentous occasion and we feel honoured at being able to give the radio and broadcasting industries the news concerning the future of television in Australia.

DISC Recording for Commercial and Private Purposes  
S. E. TATHAM  
Sound Recording Studios,  
160 Castlereagh St., Sydney  
Telephone: MA 4035

## Programmes that Pay

(No. 1)

By "Scrutator"

## Analysis Condensed

SPONSOR Atlantic Union Oil Co. Ltd.  
MERCHANDISE Petrol and Motor Oils  
MERCHANDISING AREAS New South Wales and Victoria.

NUMBER OF CITY STATIONS IN CAPITAL CITIES USED—Five.

NUMBER OF COUNTRY STATIONS.—Seventeen.

PROGRAMMES.—Great Plays, dramatised in serial form.

BROADCASTS.—One weekly for three months (Tuesday).

TIMES.—8 to 8.30 p.m.

DIRECT CONTACT.—Listeners invited to write to station for road maps.

RESPONSE.—Approximately 10,000 requests.

**T**HIS is the first of a series of articles examining the merits of successful radio campaigns, by an advertising specialist located in Sydney, but who desires to remain anonymous.

The specimens are chosen entirely without bias or prejudice irrespective of sponsor, station, or advertising agent. The sole object is to demonstrate the selling values of radio campaigns.

## Analysis

The radio campaign undertaken by the Atlantic Union Oil Company Ltd., offers an excellent example for examining the values of prestige broadcast advertising over twenty-two stations in the two major States.

Here we have a well known Company whose press and hoarding advertisements are familiar to everyone. They decided to strengthen their approach to the public by extensive radio advertisements. The Company rightly felt that their standing in the motoring world justified prestige advertising rather than a campaign in direct selling. It was necessary to attract the interest of the type of person who actually pays for petrol and motor oil. The majority are car owners, hence people of some substance, they are likely to be above the ordinary degree of intelligence, and therefore it was necessary to approach them with entertainments that would appeal to their intelligence as well as their emotions. In choosing a series of great plays adapted for the radio and produced and acted by the best of available artists this Company was paying a safe and graceful compliment to the listening public.

It may be asked, how such programmes would appeal to men who drive lorries,

to garage proprietors and motor owners. The answer lies in the response obtained by offering illustrated road maps to be obtained by post from station used or from the Company itself. Ten thousand people who heard this offer, and therefore the programme, that precedes it, found it worthwhile to ask for these maps. This indicates that no less than 40,000 listeners had paid attention to the programme. Here is the answer to the radio advertiser who doubts whether it pays to appeal to the better side of the listener's mind.

Now, how does this stimulus affect the sale of the Company's merchandise? It is not to be supposed that the listener immediately goes out and buys five gallons of this or one quart of that. He doesn't. But, in the back of his mind, and as he has taken the trouble to write for one of the road maps, not very far back in his mind is the name Atlantic Union.

He has consciously recorded that name in his memory, by writing the words "Atlantic Union" in his letter. He has heard and seen the same words again and again, not only on the radio programmes but on the road map he has received and which is ostensibly in fairly continuous use. The name, Atlantic Union, is repeated again and again, until as dripping water wears away stone, this wears away any doubt or resistance he may subconsciously have felt to the product.

## This is Good Advertising

As for consistency, the same sponsors have seen the advantages of backing up their own conviction by following one first class radio campaign with another. It is not sufficient to put one series of entertainment on the air, however

(Continued col. 1 page 3)

## A COMPLETE SERVICE

(Programmes for every purpose)

- TRANSCRIPTIONS
- SOUND EFFECTS
- SCRIPTS

Audition Facilities Available

S. Hoffnung &amp; Co. Ltd.

165 Pitt St., Sydney. BW 2921  
and Charlotte St., Brisbane.

September 20th, 1935

good. As in business, an initial success must be followed up with a bigger attempt. The listener's mind has been made receptive and to use an awkward word *respectful* of the quality of the entertainment offered. Once it is disappointed the ground can never be regained, and it is better to stop broadcast advertising altogether than to follow up a first class radio entertainment with something of inferior quality.

This firm has been fortunate in finding a programme to exceed the prestige of the famous plays series. It may be surmised that listeners will come to take such radio entertainment for granted and that the response which first came from something like astonishment, will not be forthcoming.

That this is not the case, has been amply proved in the United States where the names of the sponsors are frequently used as synonyms for popular entertainment. Thus, if Jones & Co. consistently broadcast the best entertainment people begin to talk of the Jones libur, and everybody knows what they mean.

Not long ago in the United States, I was in the office of a leading manufacturing firm that was completely vacated ten minutes earlier than usual every Thursday, because the entire staff rushed home to hear "Amos 'n' Andy" and would no more think of missing it than they would of missing their Sunday dinners.

Next week the merits of a successful programme of an entirely different nature will be examined.

## RADIO FARE AT NEWCASTLE

"The Treasure Adventures of Donald Ayer," the MacRobertson Electrical Transcription, the first episode of which was broadcast from 2HD Newcastle on Monday night last, was a definite success. The story is thrilling, and the acting so perfect that from start to finish the attention of the listener is held.

With Leo Cherniavsky, the famous violinist, presented by the Atlantic Union Oil Co., an excellent programme of Musical Comedy Selections offered by Vacuum Oil, the Shell Radio and Pinto Pete and his Ranch Boys, the musical fare presented by 2HD is sufficiently varied to meet all tastes.

In drama, the Listerine programme, "Round the World with Bill, Mack and Jimmy," offers an attraction that has won approval, and the play, "One Man's Family," continues to attract an ever increasing number of listeners. "Threads of Tradition" is another popular item, sponsored by Mackie's Ltd., Furniture Merchants, and in the realm of humour such fine comedians as Clapham and Dwyer in the Gibb and Beeman Session, and Johnny Murray and his Mirthmakers in their Fun-fest furnish excellent entertainment.

In addition to the foregoing, Messrs. Beckers Ltd., manufacturers and distributors of Bex A.P.C., Fostars Shoes Ltd., Marcus Clarks, Mick Simmons Ltd., Trad-

ers Ltd., Manufacturers of Aeroplane and B.M.I. Wine Jellies, Joyce Biscuits, Macrows Ltd., and numerous others all find 2HD advertising a paying proposition.

## KOLYNOS WITH 3AW Musical Interludes

Commencing on Wednesday, September 18, Kolynos is sponsoring a half hour once a week from 3AW. The programme which extends from 8 to 8.30 p.m.; is entitled: "As One Composer to Another," and is conducted by Jack O'Hagan. It is a series of musical interviews with world famous song writers. Scatters at day and night throughout the week have also been contracted for.

Jack O'Hagan, who is a member of 3AW's staff, is a well-known and talented song-writer. His works which have frequently been heard, include the lyrics for many of the Rolls shows, including "Vogues of 1935," which has just finished a successful run in Melbourne. His musical works have been recorded by famous orchestras the world over.

## A BEST SELLER

A contract for twelve (12) quarter hours was placed with 2KO Newcastle on 26th August for "Bid-o-mak." The Merchandising Department report of September 3 indicated the line was moving well.

On September 13th one of Newcastle's big chemist chains reported voluntarily that "Bid-o-mak" had moved up to the "Best Seller" class.

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# The Future of Radio Broadcasting

## And the Probable Development of The Television Service

Statement by The Radio Manufacturers' Association of Great Britain

**T**HERE seems to be a certain amount of doubt in many quarters about the present and future position of sound broadcasting, and these notes have been prepared with the object of setting out a comprehensive and balanced view of the whole situation.

The radio industry, which has grown to its present vast proportions as the result of twelve years' careful planning and ordered development, has played a considerable part in the solution of the unemployment problem in this country.

At the present moment some 100,000 wage-earners on the production side alone are directly dependent on the prosperity of the radio industry for their livelihood, and if one takes into account all the people engaged in associated industries concerned with the supply of raw materials, and so on, and all those who are engaged in the distribution and selling of radio apparatus, it is easy to see that the volume of employment provided by radio is a vital national factor.

It needs no great imagination to realise that if the general public get the impression that they have only to wait a little longer before they will all be able to purchase a cheap television receiver, from which they are being led to expect marvellous results, there is a very considerable danger that they will cease buying receivers for ordinary broadcast listening, and this would inevitably have a disastrous effect on employment in the industry. Furthermore, the people so displaced could not, by any means, be absorbed for many years in work on television in its present form.

It is not, of course, surprising that the Report of the Television Committee was greeted with enthusiasm. This makes it imperative that every care should be taken to ensure that everything published in connection with the subject should be accurate and authoritative. Otherwise the public may be subjected to exploitation by indiscriminate statements concerning the marketing of television receiving apparatus or by the flotation of television companies.

It is apparent that several important facts about this new science have rather been lost sight of, but they are facts which everyone must know if a true picture of the present position is to be obtained.

Firstly, it should be generally realised that television is a child of radio. The technique for the successful transmission and reception of pictures is being de-

veloped from practice acquired during the development of sound broadcasting, but, like any healthy child, television has several points of distinction from its parent, and its position to-day may be likened to that of a youth just leaving school and entering a business, having a slight connection with that of his father. One might say that the newcomer is in a position similar to that occupied by the parent fifteen years ago, with this added advantage: the experience gained during those fifteen years is behind it. It does not, however, exempt television from that forming period through which all new services must pass.

Consider the apparatus involved for high-definition television. At the transmitting end, expensive ultra short-wave gear has to be erected, tested and got working on a new technique. Even the site for the first station in London has not yet been chosen, although progress is being made in this direction; but, as the Postmaster-General pointed out in a recent speech: "We cannot expect a National Service for some time to come. . . . If all goes well, a single station will be opened in London towards the end of the year." Even then, adequate signals for only a limited area around the transmitter will be available, and it has been abundantly clear that the transmitters for centres of population outside London will not be erected until a certain amount of experience is gained with the London Service, and, in any case, this is not likely to be before the end of 1936.

One may also recall the statement in the Selsdon Committee's Report that it is estimated at least ten stations would be required to cover roughly half the population in this country. It will therefore be obvious that many years must elapse before any high definition television service is available for the country as a whole.

So much for the transmitting side of the question. Now consider the receiving instrument. First and foremost, this will probably take the form of a receiver employing anything up to twenty-five valves, with the addition of a device known as the Cathode Ray Tube. Although the theoretical design is more or less settled with regard to such an assembly, there is at present no large scale commercial manufacture of Cathode Ray Tubes, and supplies must, therefore, be limited for some time to come.

And then as regards the cost of a receiver. It has already been pointed out that anything up to twenty-five valves will be necessary. Together with their associated equipment, these valves cannot possibly make up into a completed in-

strument at anything like so low a price as those quoted by certain persons whose object it is a little difficult to appreciate in the light of our present knowledge. The number of valves in a radio instrument has a fairly definite bearing on its cost, and it is safe to say that, insofar as a television receiver, as at present visualised, requires up to six times as many valves as the popular priced radio receiver, its price cannot be less than approximately six times that of present-day instruments; that is to say, somewhere about 60-70 guineas. (As quoted in the Committee's Report).

Nor must the higher maintenance cost be overlooked. The fact that there are many more valves than in an ordinary radio receiver means that valve replacements will be costly; and the replacement of a worn-out Cathode Ray Tube will be a very expensive job. Television can only be regarded as an expensive hobby for the time being, whereas sound broadcasting is a democratic entertainment.

Consider now the relative domestic entertainment values of television and sound broadcasting. Certain facts must be borne in mind in this connection. For some time to come, out of every fourteen hours of broadcasting, only two will be given over to television, leaving the bulk of the day filled with the transmission of sound broadcast as at present. To enjoy even this restricted programme—and the reception of foreign television broadcasts is an impossibility—the viewer will have to sit in a semi-darkened room and concentrate his vision on a small square of glass for two hours. Television is a static entertainment, and can never be, like sound broadcasting, a pleasant background to other occupations. The tendency has been, naturally enough, to emphasise the entertainment value of the television of events of nation-wide interest, such as the running of the Derby. Whilst no one would deny the attractiveness of such an item, it must be realised that such outstanding occasions are very few, and that in general, the addition of vision to the bulk of the broadcast items—including all types of music—would increase only very slightly, if at all, their present entertainment value.

It is realised that the progress of television is news of undoubted interest, but, at the same time, it is felt that such interest is, for the majority of people, academic rather than practical.

The radio industry, which is directly concerned with the development of television, intends that this new science shall progress on carefully ordered lines to the public benefit, and, in the opinion of responsible members of the industry, the creation of false hopes by people who, so far as is known, have nothing to lose, can only militate against its stable development.

Television notwithstanding, there is to-day, more than ever, plenty of news interest in sound broadcasting.

# Broadcasting Gossip . . .

"Bud and Eddy," who have made many a bright appearance over 3AR and 3LO Melbourne, are visiting Sydney and have been sponsored by Christie's Ltd., umbrella manufacturers, and in future will be heard from Station "GAMP" (2SM) at 7.30 every Wednesday until further notice.

A further service is now given to the men on the land by Mr. J. A. Crawcour (2UW). This programme now includes: Monday and Thursday at 5.40 p.m., Homebush market quotations; Wednesday, 5.20 a.m., Pig and Calf Sales, Thursday, 5.30 a.m., Fur Skin sales.

A large parcel arrived at 2UE the other Friday, addressed to Messrs. C. Honeyfield and F. H. Hunt. The two gardening enthusiasts beamed their satisfaction as they unwrapped four large oranges, and Mr. Honeyfield was just reaching for his penknife and Mr. Hunt's mouth was obviously watering, when a card rolled out of the parcel. It read: "Will you please tell me what causes the peculiarly sour taste of this fruit?"

Many interesting identities are featured in the Shell Show, the bright revue which is relayed from Melbourne and broadcast by Station 2UE each Sunday night at 8 o'clock. Probably the best artist to date was Stella Power. Her singing of operatic numbers on a recent Sunday night,

### New Business At 2KO

Almost weekly, new advertisers bringing new features, are signed for the popular Newcastle Broadcaster 2KO.

Sorbys Ltd., hardware retailers, have signed for spot announcements daily to be in with "B.A.L.M." "Famous British Trials," which commenced on Monday last.

Fostar's Shoes Ltd., whose name is indelibly stamped on every listener's mind through their long association with Detective Inspector Scott, are out to duplicate the splendid results of last Xmas and have signed with 2KO for four (4) sessions per week until Xmas.

One feature leaves to make way for another at 2KO Newcastle.

September 28th says good-bye to "Monte Cristo," and October 1st welcomes Krausmeyer & Cohen, sponsored by Taumans Ltd., who have signed for 64 quarter hours, through Messrs. J. Walter Thompson Pty. Ltd.

Paton Advertising Service, Melbourne, has placed an order for a series of scatters over 2KO on behalf of Vacuum Oil Company.

Griffiths Sweets Ltd. have again renewed their contract for Children's Session announcements over 2KO. They've been doing that at intervals for the past eighteen months.

provided a brilliant feature. Miss Power was the protegee of the late Dame Nellie Melba.

Mr. Bryson Taylor has been selected to fill the position of Studio Manager of 2GZ Orange.

Quite an audience has been forthcoming for W.A. Broadcasters' new line-up of American recordings carrying actual broadcasts from the N.B.C. networks. These recordings, covering various programmes and internationally-known artists, are noticeably better than the usual run of 33 1-3rd. discs, the tone of the recording in most instances being very good. The presentations are, as would be expected, very American and very good. (The two do not necessarily go hand-in-hand, but do in this instance.)

Columbia Broadcasting System (C.B.S.) has barred the advertising of Torcsin, the Russian Soviet trading and chain store organisation in the States over stations owned and operated by the C.B.S. network. The reason given by the C.B.S. for turning down the account, was that it felt it had to exercise caution in handling anything that savoured of foreign propaganda, and that, in its opinion, the exploitation of the talks and enterprise would come under that head.

More than 60% of the rich N.S.W. market is concentrated in the 2UW good service area.

# 2 U W

On the air 24 hours daily

It is interesting to record that 3HA Hamilton reports an increase of 7 per cent. in August business over that for July and an increase of 19 per cent. compared with August of last year.

Measurements taken by Harry Cowper, well-known consulting engineer in Australian broadcasting circles, indicate that 3UZ's transmitter is practically flat from 30 to 9000 k.c. The variation is plus or minus 2 db., according to a statement made by the Station last week. The measurements were made from the crystal oscillator.

The contract arranged between 3UZ and Southern Motors for the "Pontiac Melody Cruise" is one of the largest signed by 3UZ. It is probably the biggest aggregation of live professional talent ever employed continuously from a private broadcasting station in Australia.

# Philips Transmitting Penthodes



Penthode PC1.5/100 is the 100 watt model in the Philips Transmitting Penthode range, which already embraces 50 and 1000 watt models, and which will soon be augmented by a model with the hitherto undreamed-of output of 5 KW.

PC1.5/100.

Typical operating conditions permit of an output of 145 watts at 20 metres with an anode efficiency of 66%, and with the extraordinarily low R.F. drive of 2.5 watts. This valve is particularly well suited for single tube transmitters employing crystal control and deep modulation with negligible audio drive.

Characteristic sheets will be forwarded on application, and suggested circuits will be made available at an early date.

# PHILIPS

WORLD'S LARGEST RADIO MANUFACTURERS.

September 20th, 1935.

## Mayor of Katoomba Speaks over 2KA

IN last week's issue we reported the official opening of the new station 2KA Katoomba, but it was not possible to give details of the speech by Ald. W. Freeland, Mayor of Katoomba, as we had not received the notes from which he had spoken. We have since received a copy of the address in which His Worship the Mayor said:—

IT affords me particular pleasure to preside at this unique function—the official opening of Radio 2KA Broadcasting Station. This occasion is the culmination of many months of thought and strenuous endeavour on the part of a private Company, Radio Katoomba Limited, to establish a Station to fill the need of the residents and business people of the Blue Mountains District.

It would appear that this is an opportune time for the establishment of a Radio Broadcasting Station at Katoomba because of the enormous amount of capital at present being invested in Katoomba. It is being clearly demonstrated by astute investors in a practical fashion that they have great confidence in the future of this, the premier Tourist Resort of the Commonwealth.

In addition to the present improved capital value of £3,000,000 worth of property in the Municipality, this year an amount of £50,000 has already been invested in new buildings and it is understood that plans are now being prepared for new buildings totalling at least another £50,000, making a total of £100,000 for the year 1935, which will be a record for building progress since the incorporation of the municipality.

This activity in building will reflect itself in the provision of still more accommodation for visitors in addition to the present available accommodation for a resident and visiting population of 60,000 people.

The citizens of the Municipality of Katoomba feel honoured that the site for the new Station, which is located within the municipal boundaries, will house one of the most up-to-date equipments of its kind in the Commonwealth, and the occasion marks another milestone in the

progress Katoomba has made, particularly in the past few years.

Radio Katoomba Ltd. is evidently satisfied that Katoomba, the Playground of the Commonwealth, with all its metropolitan facilities and improvements, is sufficiently important to warrant the establishment of this additional facility and means of recreation and enjoyment.

Henceforth the residents of the Blue Mountains District and the tens of thousands of visitors seeking health and pleasure in the glorious atmosphere of the environment of Katoomba and district will be afforded the pleasurable means of "listening in" to their own Radio Station to learn what is happening in the current world of local events in the Blue Mountains area.

A new era has been opened up for the business people of the district affording them an opportunity of "telling the world" of the price and quality of their

### "MANY THANKS RADIO," SAYS SAM LANDS

One of the biggest radio advertisers in Sydney—Sam Lands, owner of the Palace of Gems, 99 Liverpool Street—is very well satisfied with radio as a medium for advertising.

"Service," says Mr. Lands, "is more than a word with us, and so many years ago, when commercial broadcasting was first inaugurated, it was with this view of service that we entered the radio advertising field.

"Definitely we have never had cause to regret our entry into commercial radio advertising, and we attribute our success, the popularity of the Palace of Gems, to radio advertising and our careful selection of programmes that would give service as well as entertainment to the radio audience.

"The first Test Cricket broadcast from 2UW was sponsored by Sam Lands, and results were so outstanding that I was convinced of the value of radio advertising, and eventually signed radio contracts with 2KY Sydney, 2UE Sydney, and 2GB Sydney. The advertising, carefully handled by these stations, so assisted in the building of my business that in 1933 the original shop became too small, and a new store was built, three times the size of the original one, which, I venture to say, is the most up-to-date jewel store in Sydney to-day, employing as it does, new methods of display, and equipped with every modern business facility.

"The Special Digger Session, Monday to Saturday from 2UW, is extremely popular and sells the goods. Then, my Children's Session on 2KY. This has a club membership of 1,500. I like the Children's Session, because there is no doubt that when you interest the children you interest the parents—result, more business.

"On 2UW and 2KY, with their co-operation, I organised a "Happy Hiking

wares, and in such a manner as has hitherto not been possible even per medium of the press.

It is therefore very necessary that the business people of Katoomba and district should encourage and support the enterprise shown by the proprietors of Radio 2KA and afford it the necessary support by advertising "over the air" the success of which has been made manifestly apparent in business centres all over the world.

Such a force has radio advertising become that modern business practice demands that a large proportion of funds earmarked for advertising purposes should be expended on "air publicity."

On behalf of the Council of the Municipality of Katoomba, and the citizens of Australia's Premier Tourist Resort, I heartily congratulate the Directors of Radio Katoomba Ltd. for their vision and enterprise and wish them unqualified success in their venture.

Club" which Club has fortnightly outings. There are 6,000 members to the Hiking Club, young folks who some day will marry and have a home of their own—and, they all know Sam Lands.

"The success that I enjoy in the business world to-day has definitely been assisted by broadcast advertising.

"What do I think of radio advertising? Need you ask?" And glancing around the beautiful Palace of Gems, we thought so too.

### "DAVID COPPERFIELD"

The Metro Theatre in a competition from 3UZ set out to find the boy with a voice most like that of Frank Bartholomew who plays the title role in "David Copperfield." The competition was conducted through 53 suburban State schools, prizes being offered for the winner and his school. The winner, a boy by the name of Ivan Carter was then introduced to 3UZ in an adaptation from Dicken's book. Prizes were presented to the boy's school and the placed competitors by Mr. J. McRae, Director of Education. The presentation was made in 3UZ's studio at the conclusion of the play. Fine talent was brought before the microphone, there being only 5 points separating the first boys.

### FRIDAY THE THIRTEENTH — LUCKY

Tucker & Co., sponsors of 2SM Amateur Night, announced that Friday 13, would be a "night of nights" for three amateur performers.

The winners of the 12 preceding amateur night contests over 2SM each gave an item, and the three best, as selected by votes from listeners, were to be given a professional engagement by the management of 2SM.

Items included sketches, vocal numbers, humorous and dramatic monologues and instrumental numbers.

September 20th, 1935

## Daytime v. Evening Radio Broadcasts

### Advertisers Very Interested

ONE of the many interesting questions being asked and debated in radio advertising circles, is that of daytime v. evening hours.

Some advertisers say that the evening hours are the only ones they would consider, while others, as yet in the minority, say that the daytime hours are excellent.

It might be suggested that a lot of those advertisers who advocate evening hours, listen-in more of an evening than they do during the daytime.

It is the writer's experience, in his home, commercial stations are listened to for longer hours during the daytime than at night, and the advertising talks put over the commercial stations during the day, particularly during the women's sessions, have a greater acceptance in the home circle than evening broadcasts.

It is therefore interesting to quote an N.B.C. advertisement appearing in "Printers' Ink" August 1, under the caption "N.B.C.'s Own Inquiring Reporter."

The first question asked was — "As one of many advertisers now using N.B.C. daytime broadcast advertising, why do you feel that daytime radio hours are of outstanding value?" This question was asked at the office of an important sales promotion and advertising executive, and the answer was given by Mr. Isaac W. Clements, President of the Clements Co., 60-168 Chestnut Street, Philadelphia, Pa. He said—"Over 90% of all dog food is purchased by housewives. This is the basic reason why we have been broadcasting Thruvo Dog Dramas during the daytime for over a year. Results have been excellent and the cost low. In daytime the housewife is alone at home. She not only seeks the companionship of radio, but in her solitude, is likely to devote closer attention to really informative commercials. Programme competition is less keen, and our money buys a maximum number of the only listeners we seek—those who buy. Likewise, for Tastyest, daytime broadcasting gives us many mothers for our money, and another client of ours has a daytime programme now in its seventh year."

Mr. Edward T. Caswell, Advertising Manager, The Climalene Co., of Canton, Ohio, says:—"Daytime radio hours offer the Climalene Company (1) an exclusive woman audience—we sell only to women, (2) a network of stations only in markets we wish to reach—our distribution is concentrated in definite areas."

Mr. T. L. Burch, Advertising Manager, The Borden Sales Co., 350 Madison Avenue, New York, said:—"We feel that daytime radio hours are an outstanding value for us because they give us, at reasonable cost, and with little waste, a selected audience of active, practical housewives. Eagle Brand sweetened condensed milk is a specialised, short-cut cooking ingredient, of interest only to such an audience. Our morning recipe broadcasts have brought response from this audience effectively and economically."

Mr. W. G. Kellogg, President of the Kellogg Co., Battle Creek, Michigan, makers of the well known Kellogg's Corn flakes, etc., said:—"The fact that we have continued the Kellogg Singing Lady programme five afternoons a week for five years speaks for itself. The daytime radio audience must be quite large, for we have received as many as 100,000 box tops in a single week from our Singing Lady programme. Its effectiveness has been checked several times by house to house surveys. We are just now starting another daytime series, in addition to the Singing Lady."

And now, a lady. Erma Perham Proetz, Vice-President of the Gardner Advertising Co., of St. Louis.

"The most appropriate time, in my opinion, to talk to women about the best food for their babies, and about preparing three better meals a day for their family, is during the day, and for that reason, is the best time to broadcast information to them about any subject that touches their home management problems. The reception which has been accorded the 'Pet Milky Way' from the very first week of this programme, has indicated that there is a responsive, sympathetic daytime audience of enormous size. The request for booklets and information during the second year, has been running practically double that of the first, which conclusively proves, it seems to me, that this daytime audience is worthy of careful and systematic cultivation."

Now that is the opinion which exists in America, where commercial broadcast activities have been successful for over twelve years. "Broadcasting Business" proposes to seek the opinion of several leading advertisers in Australia, who have made a success of daytime broadcasting. We genuinely feel that many advertisers are missing out by not using the daytime hours available on stations, and at schedule rates which must prove very attractive.

### ARE YOU ON THE AIR IN SYDNEY?

- DOUBLE YOUR AUDIENCE by relaying your programme to Newcastle through 2KO.
- Special Technical Facilities for Relays. Cheap Lines.
- 2KO carries more relayed programmes than any other East Coast Station.

# 2 KO

213 Metres 500 Watts

BOX 300 NEWCASTLE

—or—

44 MARGARET STREET SYDNEY

Phone: B 5370

### FAREWELL TO 3YB

3YB, Victoria's mobile station is to cease operation next month.

Mobile Broadcasters Pty. Ltd., who are the owners, have been granted licenses to operate two stations, one in Wonthaggi and the other at Warrnambool.

The change has been brought about by the fact that 3YB is not permitted to broadcast within a defined radius of a fixed station. With the granting of a number of extra licenses the area which could be covered by 3YB has been seriously restricted and the company foresaw difficulties. They applied for and received two fixed stations.

With the closing of 3YB one of the most unique radio broadcasting services in the world is concluded. The station which had a power of 25 watts was located on a railway carriage which was taken from point to point in the State. It provided local service to listeners in bad areas and thus fulfilled a very important role in radio broadcasting. Financially the venture was a success for there was no dearth of sponsors willing to support such a proposition. The station commenced operation in October, 1931, and will thus complete 4 years of service. The station transmitted from 6.30 to 10.30 p.m.

### EXCLUSIVE RECORDING

Liszt's Piano Concerto No. 2 will be featured by 2UW on Sunday afternoon (Sept. 22) at 3 p.m. These recordings have never before been played in Australia.

### ● NATIONAL ADVERTISERS ● ADVERTISING AGENCIES

Investigate the wonderful results obtained by business houses who have advertised their products over.

## 2 BH

BROKEN HILL

We can show you results.

WRITE Direct to 2BH Broken Hill.

## 3 AW . . .

Has Pleasure  
in  
Welcoming

KOLYNOS

To Its List  
of

NATIONAL ADVERTISERS ●

# Latest License Figures

JULY AND AUGUST, 1935

## NEW SOUTH WALES

	July	August
New Issues	6,384	6,077
Renewals	27,944	26,160
Cancellations	4,819	4,661
Monthly Total	280,731	282,147
Nett Increase	1,565	1,416
Population Ratio	10.59	10.64

## VICTORIA

	July	August
New Issues	5,463	5,470
Renewals	22,230	23,876
Cancellations	3,016	3,128
Monthly Total	239,694	242,036
Nett Increase	2,447	2,342
Population Ratio	13.03	13.16

## QUEENSLAND

	July	August
New Issues	2,203	1,811
Renewals	6,411	5,954
Cancellations	715	843
Monthly Total	69,034	70,002
Nett Increase	1,488	968
Population Ratio	7.17	7.27

## SOUTH AUSTRALIA

	July	August
New Issues	1,912	1,734
Renewals	8,304	8,710
Cancellations	671	1,144
Monthly Total	77,756	78,346
Nett Increase	1,241	590
Population Ratio	13.18	13.28

## WESTERN AUSTRALIA

	July	August
New Issues	1,409	1,169
Renewals	4,160	4,015
Cancellations	417	197
Monthly Total	42,249	43,221
Nett Increase	992	972
Population Ratio	9.51	9.73

## TASMANIA

	July	August
New Issues	891	1,003
Renewals	1,893	1,915
Cancellations	517	650
Monthly Total	20,495	20,848
Nett Increase	374	353
Population Ratio	8.92	9.07

## COMMONWEALTH

	July	August
New Issues	18,262	17,264
Renewals	70,942	70,630
Cancellations	10,155	10,623
Monthly Total	729,959	736,600
Nett Increase	8,107	6,641
Population Ratio	10.87	10.97

The above figures include:

Total Free Licenses to the Blind	1,675	1,698
Total Paid Experimental Licenses	1,329	1,340

## ANOTHER NEW ZEALAND "B" STATION CLOSES DOWN

Regret was expressed in the Waikato district (N.I., N.Z.), at the decision of the owners of 1ZH Hamilton to close the station. The explanation given is that the government subsidy has been withdrawn.

With the closing of 1ZH a very old landmark in the Waikato disappears. 1ZH commenced transmitting in August 1929, with a power of 10 watts and a weekly schedule of 15 hours. Increases in both power and hours were made until 1ZH was exceedingly popular in the Waikato where reception from the "A" stations, 1YA Auckland and 2YA Wellington was notoriously bad.

When the Broadcasting Board assumed control of the "A" stations subsidies were made to certain private stations in view of the part they were playing in serving listeners. With the increase in power of 1YA it was found that the Waikato was adequately covered by the Auckland station, hence the subsidy was withdrawn. Another station to follow 1ZH is 2ZR Nelson, one of the most popular "B" stations in the South Island.

Private stations in New Zealand have a very precarious existence as they are unable to sell advertising time. Some of them have been favoured with a government subsidy, but the majority are conducted as a means of publicity for the firm who operates them or by enthusiasts.

## EUROPEAN BROADCASTERS QUOTE COMMERCIAL RATES

Broadcasting is now reaching the international stage. Not only are broadcasts from all countries being featured on American stations, but American-sponsored programmes are going out over European transmitters for short-wave consumption all over the world.

A chain of European stations—"Radio-diffusion Europeene"—has also opened offices in Radio City, New York, for the sale of time on the "Chaine Rouge" and the "Chaine Bleue" in France, Italy and Spain. A 15-minute programme, including concert music, on the 60-kw. Radio Toulouse transmitter on Isle de France, is quoted at £53, while the 1-kw. Radio-Bordeaux, and Radio-Agen stations each cost £11. The 60-kw. Poste Parisien costs £73 for 15 minutes. The 6-kw. Radio Morocco in Northern Africa costs only £11 per quarter-hour.

Italy's Chaine Rouge, including the 50-kw. Milan, 50-kw. Turin, 20-kw. Genoa, and 10-kw. Trieste, Florence and Bolzano (total 150-kw.) is quoted at £280 per quarter hour. Radio-Rome (50 kw.), Radio Naples (20 kw.) and Radio-Bari (20 kw.), make up the Italian Chaine Bleue, at £139 for 15 minutes. In each instance above, musical programme material is furnished, together with two 30-second announcements.

Radio engineers will want to watch closely these new trends in commercial broadcasting practice, for it is in the business offices that their own bread is buttered.

September 20th, 1935.

## LIVE TALENT UP — TRANSCRIPTIONS DOWN IN U.S.A.

It is reported by "Variety" that radio advertisers in U.S.A., are swinging heavily towards more frequent use of live talent, while transcriptions this year are falling off steadily as business makes healthy gains over 1934.

A substantial switch from "canned" to live advertising, resulting in a 26.7 per cent. increase in the outlay for talent, and a drop of 2.4 per cent., in the expenditure for transcriptions in non-network advertising was reported last month by the National Association of Broadcasters in surveying the result of the first half-year's time sales. This trade group found a major improvement in every sub-division of the broadcasting business, with gross time sales amounting to 17.9 per cent. over 1934.

The degree to which commercial sponsors are willing to pay their money for live talent, was emphasised by a breakdown which disclosed that expenditures for transcription programmes for National non-network accounts, dropped about \$70,000 this year, in contrast to an \$800,000 rise in the expenditure for live talent. In the local field both types of programme showed gain, with the expenditure for transcriptions climbing over \$100,000 and the outlay for talent zooming almost to \$800,000.

Analysing the half-year reports on a percentage basis, the National Association of Broadcasters found that the switch from transcriptions to talent resulted in a material change in the relative importance of various forms of programmes in the National field. Transcription volume last year, holding first place by a fraction of a point, has dropped far behind talent. The proportion of total National non-network expenditures for flesh and blood this year, was 44.7 per cent., as compared with 39.7 per cent. last year, while the transcription outlay this year was down more than 5 per cent., and accounted for only 34.6 per cent. of the total, in comparison with 40 per cent. of last year. In the local field, there was little change, both types dropping fractionally, while records increased from 2.7 per cent. to 3.8 per cent.

**PRESTIGE I POPULARITY I LEADERSHIP!**

**3UZ**

IT'S PROGRAMMES THAT COUNT

No. 2

"MRS. 'OLMES AND MRS. HENTHWISTLE" at 7.30 p.m. every Thursday.

The Original comedy pair of the air, whose success and popularity was so great as to merit the sincerest form of flattery.

Two amazingly successful years' run and still the best-known and most popular feature with Victorian listeners.

**3UZ** Nilsen's B'casting Service **3UZ**

# BROADCASTING BUSINESS

Vol 1.—No. 51  
FRIDAY,  
27th SEPT., 1935

Subscription:  
10/- p.a. Post Free  
Single Copy 1/-

## The Personal Angle in Cosmetic Selling HOW RADIO FITS INTO THE MODERN PICTURE

By Kathleen Court

"I sell cosmetics not only in Australia, but in England, America, South Africa, New Zealand, India and Siam. The Kathleen Court products have found a niche for themselves and a widening market. I receive hundreds of letters a week from women in all parts of the world.

"Apart from those countries in which I sell through the established trade channels, many hundreds of orders come in yearly by mail from such countries as France, Denmark, Holland and China.

"In the very nature of things, the selling of cosmetics is ideally a personal business. It seems more logical to use beauty aids sold under the name of a woman than under some brand name, such as say Melvaya Beauty Aids. "If this be so, and it seems to be, then personal demonstrations and radio advertising are two natural selling mediums."

### Pre-Depression Personal Selling

"About 10 years ago I gave, in one of the Sydney departmental stores, my first demonstration in Australia. Both the store and myself were amazed at the crowds we got; at their intense interest and the high unit value of their purchases. Later, I repeated that demonstration, at the same store, with twice the effect. I was learning about this type of selling.

"In those days I got crowds of from 100 to 250 people at a time, and that was considered phenomenal. Now, I sometimes get as many as 2,000 women at one session. The average would probably be about 600. In recent years I have demonstrated in many other stores, in Australia, New Zealand, England, South Africa and the United States. My best audiences were in Melbourne, best, apart from sales volume (which was excellent), because the women were so earnest, so enthusiastic, and so intelligent. This helped tremendously. Next to Melbourne, I place Capetown, Christchurch (N.Z.), Perth (W.A.), and Brisbane, in that order.

"I am writing this without the figures before me, but I believe that to be the correct order, in point of all-round success. I don't know how Sydney would be to-day. It is a difficult city for demonstrations. Some of the stores are not perfectly laid out for it. Also, they appear to be fascinated by the desire to get top prices for "luxury class" cosmetics. I am not in that field. I sell to the good class masses. The so-called demonstrations in the Sydney stores are very small affairs.

"Modern, big scale COSMETIC DEMONSTRATING has never been known in Sydney. Peculiarly, the only failure I have ever approached was in Durban, but here, frankly, although the number of women attracted by the advertising was surprisingly few, the size of their purchases, per individual, was amazingly high.

"Now Durban was one of the few places in which I did NOT have the assistance of radio.

### Radio Can Make or Break

"The selling of cosmetics being a personal matter, as I have said, then radio is clearly fitted to the task of bringing the personality of whoever is concerned, before the public in the most directly personal way possible on a general scale. It permits the placing of a personal emphasis on a personal product. If the speaker has a good voice, an attractive radio manner, knows her subject, and understands the correct use of broadcast advertising, then radio will usually succeed. Not always. There are still many uncharted waters in radio.

"For instance, some stations have their most powerful appeal to very young listeners, to the exclusion of more mature people. If one does not happen to know this, and directs the appeal to women of 40, a flop is indicated.

"There are other peculiar things about radio too.

### Comparison of Press Advertising With Radio

"Press advertising is now fairly well understood. There are many capable writers of press advertising copy. Many good lay-out men. The nett sales of various publications, too, are capable, nowadays, of pretty accurate assessments. Such advertising is reasonably controllable and fairly easily checked, at anyrate to the extent that you can see that the publication, however far away, did follow your instructions.

"Radio on a widespread scale, is much more difficult. They do it more easily in the United States, but the matter is on a different footing altogether there. Nearly all the conditions are different. Press advertising has this drawback however. IT IS BEING USED BY TOO MANY GOOD ADVERTISERS. Competition in any issue of a popular publication is becoming too intense for any one advertiser to get consistently good results.

(Continued on page 2)

## BROADCASTING BUSINESS

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