

## FACTS AND FIGURES ABOUT THE SOUTH AUSTRALIAN FIELD

The average business man, whether he advertises much, little or not at all admits that radio broadcasting affords scope for advertising merchandise and service. It is the ranking of radio in the list of advertising media that gets him thinking. Be that as it may, a brief consideration of the following figures will prove conclusively that an annually increasing number of Australians listen to radio programmes. As the commercial stations outnumber those nationally-controlled, it is logical to assume that a majority of listeners are satisfied with their sponsored features and advertising programmes. Of particular interest in the analysis is the position of South Australia.

ON MARCH 31st, 1934 THERE WERE 58,250 RADIO LISTENERS' LICENCES IN SOUTH AUSTRALIA, AN AVERAGE OF TEN FOR EACH ONE HUNDRED OF THE POPULATION, OR FORTY-ONE RADIO SETS TO EVERY ONE HUNDRED HOMES.

ON DECEMBER 31st, 1934, THERE WERE 71,587 RADIO LISTENERS' LICENCES IN SOUTH AUSTRALIA, AN AVERAGE OF TWELVE FOR EACH ONE HUNDRED OF THE POPULATION, OR FORTY-NINE RADIO SETS TO EVERY ONE HUNDRED HOMES.

Only one other State, Victoria, can beat these averages, and that by a few decimal points only. The figures clearly show a 22 per cent. increase in the public reception of radio, which, undoubtedly, indicates a growing airmindedness as well as an ever-widening field for radio advertising. Mr. Advertiser, are you using air-marketing in South Australia yet?

## RADIO ADVERTISING

### Proof of 6ML Superiority

From time to time a check is made on the number of advertising accounts on the air. Each occasion so far has shown station 6ML to be the leading "B" class station in Perth, and the most recent analysis (taken out for the month of November) further establishes this fact. Taking all sessions into consideration, statistics show that 53 per cent. of the advertisers conducting campaigns over Perth stations are using 6ML. The next station is used by 45.2 per cent. and the third 32.2 per cent. of the advertisers. The breakfast session (which is commented upon elsewhere in this issue) gives the remarkable figure of 71.6, or, in other words, just on three out of four advertisers using breakfast sessions are on 6ML.

This Weekly Newspaper of the Broadcasting Industry will be brought to you by the Postman every week on receipt of Postal Note for 10/-. Send it to Box 3765 G.P.O., Sydney.

## MELBOURNE BROADCASTS

A new item on 3KZ's programme is that sponsored by "Listerine" and arranged by the Weston Advertising Company. It is a bright programme entitled "Funfest" and it is to be heard on Tuesday nights. Comedy items and popular numbers are included in the session.

According to Charlie Taylor, a remarkable number of entries is coming in for 3DB's Smile-Away Club competitions. The first involved the judgment of the number of stitches that clicked over the air when a sewing machine was rotated before the microphone, while in the second listeners were asked to gauge the number of peas poured into a bottle.

Effective advertising was broadcast in 3KZ's Children's Hour by Hoyts Theatres when "The Count of Monte Cristo" was dramatised. The idea was to create interest in the picture of the same name.

3KZ recently broadcast interviews and talks by international athletes visiting Melbourne. The Finn, Sippala, was interviewed through an interpreter on Friday night. It is rising to occasions like these that makes a station valuable as an advertising medium.

MacRobertson (Chocolates) is sponsoring a new serial drama from 3DB entitled "Short Stories of the Air." It is a recorded feature from the United States and will commence on Thursday.

The women's sporting session from 3AW conducted by Miss Gwen Varley, is proving very popular according to a statement recently by the Manager of 3AW. Very many letters of appreciation have been received by the station and it is apparent that Miss Varley commands a large number of listeners. Briefly the session deals with woman's place in sport and on two nights of each week (Friday and Saturday at 7.45) Miss Varley outlines the results of the women's sports and also comments on them. It is believed that the session is unique in Australia. At present it is unsponsored.

3AW is settling in the new building and everything is getting ship-shape. Although on reduced power at the present time, reports are coming in from districts where the station has been almost inaudible previously.

## ADVERTISING BRINGS RESULTS

Received by the 2UE Advertising Manager, from a well known Advertising Agency:

"Dear Sir: We will appreciate it if you would put over the following announcement during the day. 'Lost—one grey-pink galah, answers to the name of "Cock-Lock." Finder please return to—Reward.'"

The above was broadcast—next day came the following letter:

"Dear Sir: We wish to thank you for the announcement, and are pleased to inform you that through your help, "Cock Lock" was quickly returned, together with several other galahs."

## BROADCASTING BUSINESS

February 1st, 1935

## Latest Licence Figures

NETT INCREASE, 7,209

Down Only 653

South Australia's Big Gain

### NEW SOUTH WALES

|                  | November | December |
|------------------|----------|----------|
| New Issues       | 5,468    | 4,727    |
| Renewals         | 15,081   | 13,934   |
| Cancellations    | 1,940    | 1,384    |
| Monthly Total    | 259,645  | 262,988  |
| Nett Increase    | 3,528    | 3,343    |
| Population Ratio | 9.87     | 9.97     |

### VICTORIA

|                  |         |         |
|------------------|---------|---------|
| New Issues       | 5,375   | 3,273   |
| Renewals         | 11,412  | 12,788  |
| Cancellations    | 3,704   | 1,808   |
| Monthly Total    | 225,670 | 227,155 |
| Nett Increase    | 1,671   | 1,465   |
| Population Ratio | 12.33   | 12.33   |

### QUEENSLAND

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 1,599  | 1,266  |
| Renewals         | 3,605  | 2,688  |
| Cancellations    | 471    | 392    |
| Monthly Total    | 61,847 | 62,721 |
| Nett Increase    | 1,128  | 874    |
| Population Ratio | 6.45   | 6.54   |

### SOUTH AUSTRALIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 1,159  | 1,217  |
| Renewals         | 3,566  | 3,754  |
| Cancellations    | 435    | 328    |
| Monthly Total    | 71,587 | 72,476 |
| Nett Increase    | 724    | 889    |
| Population Ratio | 12.17  | 12.31  |

### WESTERN AUSTRALIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 962    | 855    |
| Renewals         | 2,180  | 1,745  |
| Cancellations    | 301    | 337    |
| Monthly Total    | 36,899 | 37,417 |
| Nett Increase    | 661    | 518    |
| Population Ratio | 8.34   | 8.46   |

### TASMANIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 451    | 423    |
| Renewals         | 854    | 795    |
| Cancellations    | 301    | 303    |
| Monthly Total    | 18,777 | 18,897 |
| Nett Increase    | 150    | 120    |
| Population Ratio | 8.23   | 8.29   |

### COMMONWEALTH

|                                  |         |         |
|----------------------------------|---------|---------|
| New Issues                       | 15,014  | 11,761  |
| Renewals                         | 36,698  | 35,704  |
| Cancellations                    | 7,152   | 4,552   |
| Monthly Total                    | 674,425 | 681,634 |
| Nett Increase                    | 7,862   | 7,209   |
| Population Ratio                 | 10.10   | 10.19   |
| The above figures include—       |         |         |
| Total Free Licences to the Blind | 1,477   | 1,519   |
| Total Paid Experimental Licences | 1,242   | 1,259   |

# BROADCASTING BUSINESS

Vol. 1—No. 19

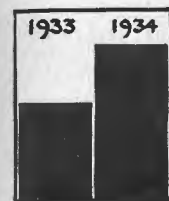
FRIDAY

FEB. 8, 1935

Subscription  
10/- P.A. Post Free  
Single Copy 1/-

## Remarkable Growth of Australian Broadcasting during 1934

### Radio Circulation Jumps 62 Per Cent



227,172 New Licences—Only 9 per cent Cancellations

Twenty-Four per cent Nett Increase

41.7 Per Cent. Homes Equipped

TO those business men and women interested in the growth of various media at their disposal for publicising their products or services, the remarkable growth of broadcasting in Australia during the whole of 1934, as disclosed by the following summary and analysis of broadcast listeners' figures compiled by "Broadcasting Business" from figures supplied by the Postmaster-General's Department, should prove more than interesting. A close study of these data will reveal many reasons why broadcasting has become an essential part of 41.7 per cent. of Australian homes, and is fast on its way to being installed as a national requirement in the vast majority of homes.

### New Installations

During the 12 months of 1934 new licences were taken out by 227,172 homes throughout the Commonwealth, as compared to 162,986 during 1933, showing an increase of 64,182 new licences, with a percentage increase of 39.3. Is there anything comparable either in the entertainment or advertising field?

It must be remembered that 227,172 homes, not previously fitted with radio, invested an average of £20 in a new wireless set. That is a conservative average price, and yet it reaches the staggering total of £4,543,440 actually invested by the public in providing their homes with the means of listening to various programmes made available through 63 sta-

tions—12 of which are national and 51 commercial stations. That is spending power with a vengeance.

### Renewals

During the same period, 451,684 homes deemed broadcasting so important that they renewed their licence for another 12 months. When it is remembered that the average position during 1934 indicates there were only 473,224 renewals possible, this previously quoted figure of

£4½ millions spent on home radio..

451,684 renewals is equivalent to a 95 per cent. vote of confidence in broadcasting. Of the 21,000 odd who did not renew, it is stated by a very reliable authority that not 5 per cent. (about 1,000 altogether) failed to renew their licence on account of dissatisfaction with the programmes. At least 33 1/3 per cent. failed to renew because of faulty wireless sets, and another 30 per cent. on account of bad times.

Actually during the whole year, 65,808 people cancelled their licence, which represents only 9 per cent. of the total (678,856) in force on December 31 last. During the first half of 1934 forty-five

per cent. of the actual renewals took place and fifty-five per cent. from July to December.

That deserves special consideration, in that 95 per cent. back their opinions by renewing their licence. Over thirty-three per cent. of the total in force on December 31, took out new licences, and only nine per cent. cancelled their subscription during the year. Show us the newspaper or magazine with Commonwealth circulation which can produce such results!

At the end of 1934 there were 678,856 homes etc., throughout Australia officially fitted with wireless broadcast receivers, for which they pay 21/- per annum for the national service (12 stations) and nothing for a free, but probably better, service from 51 commercial stations. This considerably improves the December 31, 1933 position of 518,628.

During 1934 the net increase in licences totalled 161,364, which is 24 per cent. of the total existing at December 31st, 1934.

This compares most favourably with 1933, during which year there was a net increase of 99,448. Therefore, 1934 showed an improvement of 62 per cent., over 1933—again surely a record in entertainment service.

(Continued on page 2)

## BROADCASTING BUSINESS

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EDITORIAL & PUBLISHING  
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G.P.O. Box 3765

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BRANCH OFFICE:

Care of Mingay Publishing Co.  
422 Little Collins St., Melbourne, Vic.  
Phone: Cent. 2805. G.P.O. Box 1774.

ANNUAL SUBSCRIPTION:  
Post free in Australia ..... 10/- p.a.  
Post free in British Empire 12/6 p.a.  
Post free, Foreign ..... 15/- p.a.  
Telegrams: "B7188 Sydney"

REMARKABLE GROWTH OF AUSTRALIAN BROADCASTING

(Continued from page 1)

The population ratio of 10.19 licences to one hundred people indicates that nearly 42 per cent. of homes are fitted with broadcast receivers, all of which can be taken for granted to be operating almost daily. With a total of 678,856 homes fitted at December 31, this represents an audience of approximately two and three-quarter millions of people listening in every night.

Can you wonder why political campaigns are fought over the air and not at the street corners? Is it any surprise that Governments the world over seek to control broadcasting? In short, there lies the explanation as to why broadcast advertising is gaining in popularity and effectiveness every day.



A diagrammatical picture of this extraordinary growth of "God's gift to man" is published herewith. The dotted vertical line in the end column gives the figures up to December 31, 1934. It will be seen that radio listeners have increased in numbers during the past 3 years equal to the whole progress made in the past 7 years.

The Commonwealth curve shows a very steep rise since June 1932, and it will be noticed that N.S.W. is keeping in step with the general progress.

The Victorian curve slipped back during the 3 years 1930-31-32, and since then has sharply risen.

South Australia shows most satisfactory progress right along the line, while

Queensland was almost stationary from 1928 to 1931, but since then has steadily improved.

West Australia has progressed since 1931 while Tasmania is slowly pushing forward.

The figures accompanying this article relating to the Commonwealth figures are

**CANCELLATIONS are DOWN 25%**

most illuminating, and will serve to indicate the tremendous hold that radio has on the public of Australia. It shows that the public acceptance of broadcasting is unparalleled, and further, that far from being doomed to stagnation, is capable of making those curves rise more sharply.

Further detailed figures associated with this analysis will be found in the 1935 Radio Trade Annual now being prepared by the publishers of "Broadcasting Business" for the third consecutive year. Copies of this Annual will cost only 5/-, post free.

2UE HAS MORE PLAYS

2UE has now made arrangements for plays to appear to a greater extent. They will be produced by Frederick Daniell and adapted by Robert Waldron, the Australian author, whose novels, "The Flying Doctor" and "Pearl Shell," have earned him a very real place in literature. Mr. Waldron is now working on "Speckled Fruit," for which critics have forecast world-wide success. Each of his books shows a different style, and his versatility is further demonstrated in scenarios he has written, so that Mr. Waldron is well qualified to adapt comedy or straight drama.

High Fidelity Sets Call for Improved Broadcasting Plant

INTRODUCTION of "high fidelity" receivers this year necessarily imposes upon the broadcaster the responsibility for and the necessity of maintaining engineering standards much more rigid than those now generally in use, according to the report of the Engineering Committee of the NAB submitted at the annual convention in Cincinnati September 17 by Joseph A. Chambers, technical supervisor of WLW-WSAI, Cincinnati, and chairman of the committee.

The improved receivers in this category, now being marketed, said the report, are capable of reproducing a wider range of frequencies than receivers heretofore commercially obtainable. "Because of this they will much more readily show up any defects and deficiencies in the broadcast transmission system," it stated.

A survey of transmission conditions of a selected group of stations, the committee said, disclosed that, while a majority of the station installations were capable of picking up and transmitting a signal at least equal to the reproducing ability of the most modern receiver, they fall short of their capabilities. Of the stations surveyed by the Radio Research Co., Washington, 52 per cent. were deficient in transmission of low audio frequencies and 66 per cent. of them in the highs. Other deficiencies disclosed included excessive and extraneous noises, limited and irregular frequency range, poor studio acoustics and pickup technique.

"Neglecting to correct these conditions will result in a gradual but steadily increasing unfavourable reaction on the part of those listeners who invest in new receivers," the report said.

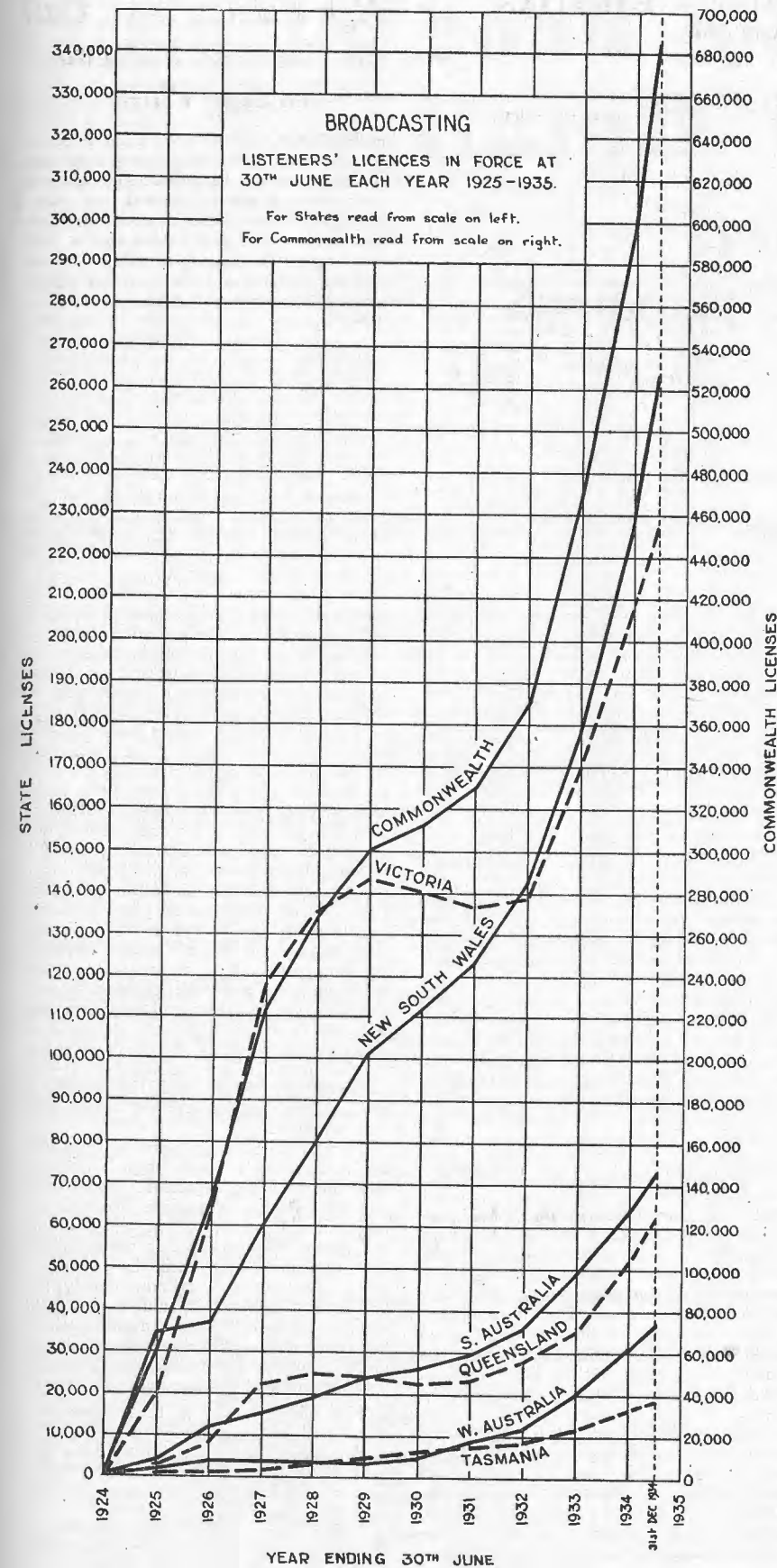
Separation Sufficient

The committee expressed that view that a channel separation of greater than 10 kc. is not necessary in high fidelity transmission. If the other technical requirements are met, it continued, the existing allocation or a logical adjustment of it

(Concluded on page 8 Col. 2)

Radio Listeners' Licence Figures for 1934

| 1934      | New Issues | Renewals | Cancellations | Total in Force | Net Increase | Populn. Rat. |
|-----------|------------|----------|---------------|----------------|--------------|--------------|
| January   | 13384      | 28270    | 5339          | 525537         | 8045         | 7.93         |
| February  | 12838      | 27059    | 5149          | 533226         | 7689         | 8.05         |
| March     | 15196      | 27447    | 6523          | 541899         | 8673         | 8.17         |
| April     | 16049      | 29841    | 2389          | 555559         | 13660        | 8.37         |
| May       | 21654      | 39127    | 5103          | 572110         | 16551        | 8.62         |
| June      | 30176      | 44318    | 5286          | 597000         | 24890        | 9.00         |
| July      | 31329      | 49556    | 7949          | 620380         | 23380        | 9.34         |
| August    | 27465      | 53556    | 4634          | 643211         | 22831        | 9.67         |
| September | 16251      | 40290    | 7140          | 652322         | 9111         | 9.81         |
| October   | 16229      | 39992    | 4608          | 663943         | 11621        | 9.98         |
| November  | 14900      | 36619    | 7137          | 671706         | 7763         | 10.10        |
| December  | 11701      | 35609    | 4251          | 678856         | 7150         | 10.19        |
|           | 227172     | 451684   | 65808         |                | 161364       |              |



COURIER-MAIL STATION 4BK CELEBRATES FIRST BIRTHDAY

Last week (February 1st) Station 4BK celebrated its first anniversary as the Courier-Mail Radio Station in Brisbane, and the occasion was responsible for a birthday party at the studios.

According to Mr. Norman White, Managing Director of Queensland Newspapers Pty. Ltd., which controls the station, "The acquisition of 4BK by the Courier-Mail Station began, perhaps, as paper development which is finding expression all over the world. It is only a natural corollary. The service of the Courier-Mail Station began, perhaps, as an experiment, which was carried through, despite many difficulties, to a degree of success which is remarkable.

"The development of the station during the last twelve months is but the beginning of much greater activity in the future. No opportunity will be lost to keep in touch with the march of science in speeding up the delivery of news and education."

Mr. Alec. Robertson, Manager of 4BK, in reviewing the year's work, recalled that a year ago 4BK had passed under the control of Queensland Newspapers Pty. Ltd., and so pioneered the way for newspaper alliance with radio, the newest form of publication—in Queensland, but it was the advent of the Courier-Mail station and the progress in radio broadcasting during the past twelve months which the listening public had come to appreciate.

At the beginning of 1934 there were barely 40,000 licences received in Queensland. At the end of the year the total number of licences was nearly 63,000—easily the greatest proportionate increase of all the States in the Commonwealth.

Mr. Robertson pointed out that it was often forgotten by listeners that they paid nothing for the entertainment service given by commercial stations, and that such stations were dependent entirely for their revenue upon the goodwill of other commercial organisations which had found in radio a profitable advertising medium.

CHATEAU TANUNDA INTERLUDE

The introduction last week of the first episode of "Murder at the Bell Inn" a dramatisation of an episode from Marcus Clark's famous book "For The Term of His Natural Life," is being sponsored by Tucker & Co. Ltd., distributors of Chateau Tanunda Brandy.

Broadcasting over a chain of 2SM Sydney, 2GN Goulburn, 2HD Newcastle, 2WG Wagga and 2MO Gunnedah, the broadcast was a success in every direction.

Chateau Tanunda are to be congratulated upon their enterprise, although this is not their first introduction to broadcasting by any means, and they are further to be complimented upon their press announcements on the day of the first broadcast. That is what we call effective advertising.



# Selling Big Frog In Local Retail Pond

By Margaret Fitzgerald

Advertising Manager, O'Connor-Moffatt & Co., San Francisco

## Some More Pointers on How to Sell Department Stores; Radio Needs Trained Men to Produce Results

The third article of a series by Miss Fitzgerald in which she crystallises her theories into suggestions.

**S**INCE department stores seem to be "die-hards" in succumbing to the use of radio as a real publicity medium, perhaps it may not be amiss for an observer on the department store side of the fence to suggest ways-and-means for the radio sales department to accomplish something in this practically untouched field.

First, an explanation of the reason I venture to thrust my theories upon you: Three years ago, as publicity head of a large department store, I did not give radio broadcasting a serious thought as a profitable medium for the retail field with which I was connected. But two and a half years ago, I did a right-about-face and the reason may interest you. Thanks to a breakdown from overwork, I was completely out of the business world for six months. I became a housewife and for six months traded my place in the office for a place at home, not as a "shut-in" (except for the first six weeks) but living the normal life of an average woman not in business. Daily I tuned in the radio and I found out that radio began to exercise a tremendous influence on my purchases!

### Learned First Hand

True, I listened to (and tuned out) a lot of guff, but there was a lot of good entertainment that I didn't want to miss. I took it all in and found that radio advertising, when intelligently handled, sold me 100 per cent! And any medium that can foster a friendly feeling between the lowly consumer on the listening end and a huge corporation of a sponsor has the power to accomplish miracles.

So, I speak as one of the few members of the advertising profession who found out how the other half reacts to the sales-promotion that big business hands out. As Mrs. John Public, I took many of my purchasing cues from radio advertising, the while wondering why department stores should neglect to the point

of ignoring this friend-making medium.

Well, after six months I returned to my old job, and while we have augmented our newspaper lineage with a highly successful series of broadcasts, still I find that the average department store advertising set-up is not equipped to handle radio advertising. Radio has not yet been dignified as a medium of prime importance to the store and is despised along with those other step-children of the ad. office, lodge publication ads., basement copy and window "readers."

### Radio Nobody's Child

The truth is RADIO IS NOBODY'S CHILD IN THE STORE SET-UP. Nobody appreciates it. Nobody knows what it can do. Nobody cares. I don't believe that any other business is so single-track in its publicity valuations. Billboards, car cards, ballyhoo, direct mails, news stories and radio (especially radio) are relegated to the "secondary medium" classification, while the store puts practically all its brains and all its thunder behind the bread-and-butter newspaper lineage that has been an admirable job these many years. It is not now my contention that such newspaper lineage be reduced. Rather, I believe that it can profitably be augmented with that personalised selling force that is radio. And I believe that the increased sales will more than justify the additional expenditure. Both newspaper and radio are kindred media; both are part and parcel of American home life; both are "habits" and both are difficult to escape. (Indeed judging from the number of automobile radios sold the past few months, one gathers that there is scant desire to escape from the theatre of the air!)

Without disparaging the talent and production and selling set-ups that have so thoroughly sold our national advertisers on radio, I am going to make this suggestion: Radio needs to recruit converts from the department store advertising ranks as a short-cut to selling radio to our department stores!

When the local Kenneth Collins (whoever he or she may be) goes over to radio, then radio will have taken its first step towards snaring a husky piece of the department store advertising pie chart! This local K.C. may be a man or a woman, but he or she will have already been established as a sales-producer for department stores. Hence, one "unknown" quantity (i.e. the brains behind the store's contemplated radio venture) will immediately become a known quantity, recognised as the best. If in his or her judgment radio can be successfully harnessed for department store publicity purposes, the job is well begun and half done.

### Time Is Needed

Don't misunderstand me. I do not for a moment suggest that any advertising man worth his salt can be persuaded by salary considerations to sell a thing in which he does not believe. You can't be "sold" on radio. You need to have the time and the inclination to garner the facts first-hand. Then you'll sell yourself. And I maintain that most department store ad-managers are too busy, too overloaded with work, to give radio the preliminary attention it needs to be appreciated. Once he becomes thoroughly familiar with the subtle selling that is going on hour-after-hour in millions of homes, he will begin working out ways and means of utilising a fascinating medium. He will gather round him copy-writers who would rather write "talkie" copy than just "reading" copy, he will borrow a leaf from the press-agent's book, he will be quick to tie-up personalities with sales-propaganda (both via the air and the personal appearance route), and it will all mean added business.

Since I emphasised at the beginning of this article that I am outlining a pet theory, may I theorise on plans for carrying it out? First, and most important: The department store director of radio-relations must head a separate department—a unit that will co-operate with, but not be secondary to, the advertising department under its present set-up. Each unit should head up to the president or general manager on an equal basis—the advertising manager and the radio-relations director along with the merchandising manager.

Now if the ruling head of the store has sufficient interest in radio, he might take the initiative in establishing such an executive staff. However, so little interest has been shown in radio among the larger stores that it is most unlikely that this initial step will be taken out of a clear sky. It is more likely that an agency, with this said K.C. on its staff, could sell the store a "Radio-Relations service" with a seasoned department store sales-promotion man as account executive.

The whole point is that department stores will be more likely to listen to an ex-department store convert to radio than to anybody else, feeling that their peculiar problems will be understood by the man who has been "one of them."

Still a third plan: Why shouldn't a local station tie-up with one of the larger department stores on a basis similar to the

newspaper-radio tie-up? This would preclude the possibility of any one station tying up with more than one large store, but even one such customer is better than none! Publicity for station artists could be incorporated into the store's regular advertising space (to the store's advantage, too) and upon the store's guarantee to use so much time and talent per year. Even under this arrangement, I believe the direction of the store's radio activities should be under a former department store advertising executive, accountable to the station and not under the jurisdiction of the store's own advertising department. His salary and that of his staff should be pro-rated as "talent" between the store and the station.

All of these suggestions are based on the premise of a real expenditure for radio, with an attempt at radio coverage comparable to that obtained by consistent day-after-day use of large space in the newspapers.

Summing it up, to sell the country's larger retail stores: Radio needs men trained to produce sales and good will for department stores. Where is radio to get such men? Raid the department store advertising staff, sell them the idea and let them not only sell radio to the store for you but let them make it produce!

Note when raiding—raid from the top. Remember, the best is none too good and you'll need a top-notch to start the ball rolling!

## NEW PROGRAMMES AT 2HD

2HD Newcastle have been fortunate in securing the first release in Newcastle of some excellent programme records and several others are pending.

"The Police Reporter" is a series of thrilling detective yarns in which a Court Reporter digs into the Morgue of Police Court Reports selecting from amongst these true to life stories the most thrilling and unique for dramatisation. These tales are gripping, thrilling and the dramatisation is particularly brilliant.

Another series of weird narratives is entitled, "Do You Believe in Ghosts." This series of really true Ghost Stories is dramatically written and read by a well known radio personality possessing the rare ability to make them not only heard but felt.

"The Thirteen Windows of the Jade Pagoda" is also another series of records (26 in all) containing the story of the adventures of a notorious criminal and his gang who have stolen the Jade Pagoda to which is attached a curse. "Tales of Superstition" and "Around the Campfire" continue to thrill the listeners at Newcastle, and in an entirely different manner, "Moments of Melody," "Chico de Verdi," "Masters Music Room," "Musical Memories," contribute to the Feast of Melody that daily issues forth from 2HD.

## BROADCASTING CHOSEN.

### Dealers Express Opinions

**O**NE of the finest testimonies to the effectiveness of broadcast as compared with other types of advertising is given in the latest issue of "Advertising and Selling."

About a year ago, the National Broadcasting Company of America asked The Psychological Corporation to study dealer attitudes on advertising, concentrating on druggists, grocers and petrol dealers. Without intimating the purpose behind the survey, The Psychological Corporation interviewed some 2,500 dealers and found so much enthusiasm for radio that N.B.C. hesitated to publish the findings without making a second test. So again the investigation was conducted in the same three dealer groups, this time with 2,000 dealers in 26 cities.

Questionnaires were distributed among 693 chemists, 705 grocers and 405 petrol dealers. Tabulated herewith are five of the most vital questions and the percentages in which dealers voted for radio:

1. On trade marked or branded items that are nationally advertised, which medium have you found best in selling your products?

#### Specified Radio

Chemists .... 68.4%  
Grocers .... 53.2%  
Petrol Dealers .... 53.8%

2. Which one of these four kinds of national advertising do your customers talk about most often when buying branded or trade-marked items at regular prices?

#### Specified Radio

Chemists .... 72.6%  
Grocers .... 58.7%  
Petrol Dealers .... 61.5%

3. If you had the power to choose and plan a national advertising campaign for a brand to sell at regular prices, which of the four media would you choose?

#### Specified Radio

Chemists .... 80.1%  
Grocers .... 69.2%  
Petrol Dealers .... 70.4%

4. If you could choose only one of these, which one would it be.

#### Specified Radio

Chemists .... 70.3%  
Grocers .... 62.3%  
Petrol Dealers .... 63.2%

5. What kind of national advertising has helped sales most in three of the best selling brands?

#### Specified Radio

Chemists .... 71.1%  
Grocers .... 50.8%  
Petrol Dealers .... 65.7%

## MORE HEALTH TALKS

Health Foods Ltd., have joined the ranks of radio advertisers, with the presentation of a series of addresses by Mr. Michael Sautell, which has been released through 2KY. The talks which occur at 9.45 p.m. every Monday, come under the general heading of Nature's Cure.

## MR. R. G. LAMB VISITS SYDNEY



A visitor to Sydney this week was Mr. R. G. Lamb, Managing Director of Station 2BH (located at Broken Hill). Absolutely a business visit, and out to further enhance the activities of 2BH, which is considered one of the finest and most powerful country stations in Australia.

The growth of 2BH, not only in listeners, but in advertising revenue, has been extremely satisfactory, and more than sufficient to enable extensive improvements to be conducted, all of which will result in enhancing the already popular programme.

## CAN ADVERTISING SELL

Overhearing the remark, that advertising should not be used to sell, but only to attract, a train of thought is set up which draws a very strong attention to the superiority of radio as a means of selling in the advertising field. It is probably true that the printed word can never be expected to sell in the literal sense, and can only hope to stimulate sufficient curiosity on the part of the reader to result in a visit to the organisation advertised, and consequently the ultimate sale of the merchandise which is offered for sale.

The remark draws attention to the fact that radio is the only affirmative advertising medium. The human mind has an extraordinary ability to visualise and in the hands of a capable announcer, a radio advertisement is more than the repetition of a selling story. The emotional values which are only possible with the spoken voice become tangibly appreciated in the mind of the hearer, and the advertisement, which in newspaper form could at best, have been only a means of directing attention to the announcement, becomes a personal and impressive argument, backed up by the living personality of the man who gives it.



February 8th, 1935

## "EAVESDROPPINGS"

**C**ONGRATULATIONS by the sheaf are flying round the new 3AW. Everyone seems to be receiving bouquets, but they are mainly centred round Stuart Bridgman, 3AW's bright young manager, who conceived and planned the whole business, and his engineer, John Ryan, who has designed some "pretty hot works." Many of the technical features of the new 3AW are masterpieces, while the studios are considered by those competent to judge to be some of the finest in Australia.

A view can be inspiring or depressing. Gordon Massey, 3AW's programme director, has the most inspiring view of any programme director we know. Just go into his room and admire his view. No Harbour view in Sydney can be more inspirational.

Last time we saw Charlie Taylor, 3DB's publicity manager, he was mighty pleased about something he had up his sleeve, but he told us he could not spill the beans yet in case it did not come to pass. "But it's pretty right," he told us, "I'll tell you next week." Here's hoping.

Featuradio is recording the incidental announcements to Robin Hood, 3DB's new serial. Incidentally they are recording extensively for the A.B.C., and we understand also that they have a snappy programme idea up their sleeves.

Mr. E. O. Erickson, managing director of the Pepsodent Co. (Aust.) Pty. Ltd., left for New Zealand by the Monterey on February 2. While there, he will survey the whole Dominion from the business and economic points of view, with particular regard to future developments. Mr. Erickson will be away about six weeks. The Pepsodent Co. sponsored the Tarzan and Jimmy Allen series.

3KZ is now making available twice daily (between 8 and 9 a.m. and 6.30 p.m. onward) three voices instead of two. 3KZ claims to be the pioneers of the two voice announcements. Following the success of this plan they are making available to advertisers Norm and Joan, their popular announcers, in conjunction with Terry (Alec Dear) and Dick (Kenrick Hudson) alternatively. It is thus possible to vary the type of announcements broadcast.

3KZ broadcast an unusual sponsored session from the Apollo Theatre recently when the scenes of the final rehearsal of "Rhapsodies of 1935," produced by Ernest C. Rolls, who sponsored the programme were featured. This programme went over at 10.30 p.m. on evening of February 1 and is believed to be the first broadcast of its kind in Australia.

Hoyts Theatres have been taking additional time on 3KZ to feature the Rhythm Boys Harmony Quartette, who are appearing at all Hoyts suburban theatres this week. Following Hoyts sponsoring the "Count of Monte Cristo" in the children's session, it is stated that the theatre has been packing out.

Encouraged by the initial success of the Lee Murray Players, 3AW is now incorporating this popular group in the regular programme at 9.10 p.m. 3AW has acquired a reputation for its dramatic work and many listeners still remember the excellent series that was sponsored by John Browning Pty. Ltd., twelve months ago. The Lee Murray Players who set an even higher standard, should be a good mark for some sponsor.

Dramatised readings from Masfield by Rodway Gainford on Monday evening will enhance 3AW's programmes. Mr. Gainford has had wide experience in theatrical work in Brisbane and elsewhere.

A valuable service from 3AW, which at the time we go to press, has not been offered to a sponsor, is a question department respecting tax assessments. Listeners to that station are invited to send any problem on this subject to 3AW whose expert on taxation will give his advice free of charge. No doubt this service will not lack a sponsor.

George English, conductor of the Postal Institute Choir and formerly with the programme department of the A.B.C., has taken up his duties as Programme Director of 3UZ. His wide experience in all forms of entertainment should be of value to that station.

Rebuilding operations are commencing at 3UZ. The entire premises are being demolished and a modern 3 storey building, the top floor of which will be occupied by 3UZ, the two lower floors being devoted to the business of O. J. Nilsen, will be erected. Many new features will be incorporated in the new 3UZ.

Messrs. J. B. Chandler and Holst of 4BC and 5AD respectively, were in Melbourne recently. Mr. Chandler was including Melbourne in a holiday jaunt, but Mr. Holst came on other business matters.

Jack Prentice of 2UW, ran away on holidays. Somebody whispered that he was having a busman's holiday, attending the political science gathering in Victoria just now.

Thrillers and murder mysteries seem to be the order of the day throughout the Commercial Stations. They are absolutely killing the idea of the thriller and it will be little wonder if very shortly the authorities put a ban on the repeti-

tion of such things. Now that the school holidays are over there will be a far less number of listeners in the juvenile class than during the past six weeks. If some of the stations have to listen to their own medicine they might not relish it as well as they think other people do.

Is George Edwards working himself to death? It is quite obvious that the numerous plays put over by George Edwards, the multiplicity of characters, still have a familiar ring about them. One can really have too much of a good thing. Although George Edwards has a wonderful reputation, he surely can be done to death, even by such an enterprising station as 2GB.

It will be interesting to know how the broadcasting stations got out of their technical patent troubles. It is believed that in the very near future some revelations in this direction might be forthcoming.

Visitors from New Zealand this week include Messrs. Pickerell and Walls, who hail from Dunedin, where they conduct a B class station, 4ZN, and also run a radio dealer's business. Apparently commercial stations over the Tasman do not enjoy the same privileges as they do in Australia. If that is the N.Z. Broadcasting Board's idea of imitating the B.B.C. then we hope it does not occur in Australia.

John Dunne, well known Manager of 2SM, is due back in Sydney this month by the "Narkunda" after having been on a world tour. Naturally, John will be bringing back quite a lot of radio features from the other side of the world.

Wouldn't it be a great thing if the announcers of commercial stations, and even some of the national stations, would learn to speak the King's English as the King speaks it, rather than try to copy all sorts of Oxford accents and foreign tones!

Talking about thrillers. About the only one worth listening to—if it can be called a thriller—is the Diamond Drama, put over every Sunday night by 2GB, and sponsored by Saunders the jewellers. These episodes in the life of historical characters are worth listening to. If they didn't drag out the advertisement both before and after the actual broadcast, it would be even better.

Really, we don't like "The Air Adventures of Jimmy Allen." It cannot compare with "Tarzan," and is a broadcast which we would not waste our time listening to. It is certainly not a good thing for children, and we feel sure that the Pepsodent Co. will find it is not so good a winner as "Tarzan of the Apes." Of course, that is only our opinion!

Station 2CH has made rather good progress in the last few months, particularly on its presentation of some of the features relating to advertising. After a bit more experience, they will probably have an even better programme.

February 8th, 1935

## "DAVE" COMES ON THE AIR

Mr. Fred Macdonald, the well-known actor and original character of "Dave" both on stage and screen, was heard last Sunday night through Station 2KY in the first of a series of humorous sketches to be broadcast every Sunday at 8 p.m. It is only fitting that Mr. Macdonald should be the one to bring "Dave" to the microphone, having acted that role as far back as 1912 and many times since. In the picture shortly to be released—"Granddad Rudd"—he will once again win the plaudits of the public for his interpretation of that character. Mr. Macdonald will be remembered for his association with Allan Wilkie in the production of Shakespearean plays. It is only to be expected that this versatile artist will prove to be as popular with 2KY listeners as he is with stage and screen enthusiasts. This session is brought to 2KY listeners by the courtesy of The Globe Trust and Finance Company.

## WATCH THOSE SOUND EFFECTS

A few nights ago, George Edwards in the character of Amyas Leigh, pursued a Spanish galleon in the teeth of a howling tempest, until the former vessel had pressed ran on to a reef of rocks, and was wrecked. Thrilling to the dramatic intensity of the scene, we were dumbfounded when the crash of ruin, provided by the Sound Engineer, came through in the way that suggested someone had violently kicked a biscuit tin. The one hollow reverberation was all that was given as a background to the catastrophe. It is a pity that in the details of production such a weakness should appear. Even a bit of distant static tuned in, would have made a more convincing shipwreck.

## WOMEN'S SESSION SUCCESS

### Copha Recipe Response

In connection with the recently concluded advertising campaign to introduce "Copha" to the West Australian market, the manufacturers arranged a series of quarter-hour recipe sessions during "Pamela's" special programme for housewives, which is broadcast over station 6ML between 11 a.m. and 12.30 p.m. During the currency of this radio campaign applications were received for copies of the "Copha" Recipe Book from all over the metropolitan area of Perth, and from such country centres as far distant as Pingelly (80), Collie (100), White Gum Valley, Forrest Fields, Serpentine (30), Cowramup (140), Northam (55), Yarloop (70), Wyalkatchem (105), Beverley (65), Rottneest Island (25), Wooroloo (30). The figures quoted represent the air miles distances from Perth, and are an excellent indication of station 6ML's daylight coverage.

## How Philip Morris Blends Advertising Continuities

By Gilbert Cant

**T**HERE are two unusual features in the radio advertising of the cigarettes of Philip Morris & Co. which receive special mention, since they are found in the case of few other sponsors. In the first place, an attempt was made from the beginning to combine carefully the advertising and entertainment parts of the programmes.

According to Kenneth M. Goode, of the Biow Co., Inc., New York, which handles the account, the basic philosophy of the builders of the early programmes was to avoid a sharp differentiation between advertising and non advertising—a differentiation they felt, in the case of newspapers, all manufacturers and distributors had spent fortunes trying to avoid.

These advertisers had been unremitting in their efforts to slide into the news columns of the papers. Yet in most cases commercial radio announcements were kept so separate from programme matter that sometimes they attracted unfavourable attention to themselves. The designers of the Philip Morris campaign felt that in a radio programme the opportunity was available to the advertiser to handle the commercial message so tactfully that it no longer stood out like a sore thumb.

### Power of Suggestion

Along the same lines, it was felt that the power of suggestion would be a more effective sales weapon than a specific selling talk from an announcer closely identified with the sponsor, so they worked in their commercials in the drama, by making one of the characters a cigarette vendor.

This character, Johnny, is in himself the second unusual feature of the company's radio enterprise that demands attention. He has no name to commend himself to the public in the sense that a well known artist has, and yet the experience has been that within a short time after the programme or spot announcements are heard in a given area, there is a widespread acceptance of him, which causes listeners to write in for pictures and to request tie-ups that would make him more of a real character. In other words, a living being (in the public mind) has been created quickly, and he has since had to be identified with a flesh and blood page boy, whereas in practically all other cases the acceptance at first is for an ordinary person endowed with some guaranteed acceptance as a result of his or her own personality or entertaining activities.

### Adolescent Appeal

IN ADDITION to his appearances in the dramatised commercial announcements during the musical programme which is heard weekly over the NBC-

WEAF network, comprising 61 stations, Johnny is "spotted" in recorded station break announcements on 25 stations. Most of these stations are outside the best service area of the network programme, so the announcements tend to supplement the chain show. In some cases the individual stations have been added as a result of requests from the sales force, which finds the simple "Call for Philip Morris," in a 15 year old boyish treble, most effective in increasing receptiveness to the cigarette.

Scattered observations by psychologists interested in the programme and announcements show that the suggestion value of both is unusually high. The announcements were designed originally to be used in the breaks during the Dance Parade of WNEW, Newark, and since their extension to other stations as a result of New York success, they have been placed from two to six times nightly. Dancing time has been deliberately chosen by the sponsors for these announcements, as it is felt that cigarette consumption is heaviest late at night in recreation spots throughout the nation. In New York only, these announcements are carried into the early hours of the morning.

### Both Men and Women

There is no deliberate attempt to cater to either masculine or feminine smokers, since it is felt that the best way to achieve an all round increase in sales is to have presentations with a wide appeal. The average audience is a family "caucus," so the broadcasts are addressed to the family.

A striking feature of the breadth of the programme's appeal is attested by the fact that an unusually high percentage of fan letters are from men who like the programme and a similar percentage of requests for pictures of Leo Reisman and of Johnny are also from men.

### RADIO STUNTING

A little radio stunt that proved eminently successful was put over from 2GB recently on behalf of Sweet Bros., Newtown. It was announced that next day at a certain time, George Edwards would make a personal appearance at Sweet Bros.' Store and the first shopper to recognise him, touch him on the shoulder and say, "Sweet Bros.' prices are the lowest in Sydney," would receive a pound note. By the time George Edwards arrived, the store was crowded and many an unsuspecting male had been accosted as Mr. Edwards, and told that "Sweet Bros.' prices were the lowest in Sydney." One lady received the pound note, and most of the others remained to avail themselves of keen priced bargains offering.



## NEW ACCOUNTS

Phoenix Biscuit Co. Pty. Ltd., sponsoring Jimmy Kemper transcription, including old time ballads and modern numbers presented in unique form every Monday evening at 8.15. Exclusive in Victoria to 3UZ. Advertising agency: Rickards Advertising Service.

Victorian Dried Fruits Board, two afternoons weekly from 3UZ. Educational women's session to popularise the use of dried fruits in cooking. No agency.

Robur Tea Co. Ltd. Robur Afternoon Tea Club 3.30 to 4 p.m. Monday to Friday-inclusive from 3UZ. Talks and hints etc. to interest women. Account through Richardson & Co. Pty. Ltd.

Tilbury and Lewis Pty. Ltd. Direct announcements from 3HA Hamilton, featuring Van Ruyten Radio Receivers. Paton.

Nitrogen Fertilisers Pty. Ltd. C/o Mercantile Exchange, 380 Collins Street, Melbourne, have signed up with 3KZ for a series of 100 word announcements.

Henry Berry & Co. Pty. Ltd., of 568 Collins Street, Melbourne, have renewed their 100 word announcements contract with 3KZ. Copy is coming from Gordon & Gotch.

Bushells Blue Label Tea have renewed their 100 word announcement contract with 3KZ. Announcements are being prepared by the Continuity Department.

F. S. Walton & Co. Ltd., 323 Flinders Lane, Melbourne, have renewed their contract with 3KZ for a number of quarter-hour sessions featuring Summer Breeze fabrics and O.B. leader sheeting. The sessions will be heard three times a week.

Orange Top Cabs are releasing through Station 2CH a series of 10 minute sessions under the title of "Flying Blind." The entertainment is in phantasy form, and is a product of the 2CH organisation.

2CH is presenting a special "Pick of the Week" Session each Wednesday night on behalf of Vacuum Oil Company, in which specially selected new release records are featured.

## LINKING OVERSEAS

Interesting sidelights on the Broadcasting Business as it concerns the children in U.S.A. have been revealed to Aunty Val, of 2GB, since she linked up her session for children with an "Australian Session" conducted by Dorothy Dunstan for KOL, Seattle, on behalf of one of the big U.S.A. candy stores. The KOL session opens with a Coo-ee and the children are told stories from the Land of the Kangaroo.

In response to a request put over the air by Aunty Val, children in hundreds are sending in their names so that Aunty Dot will find them American pen-friends.

In America, Miss Dunstan writes, the winners of children's radio competitions are rewarded by prizes that go into many hundred dollars—small fortunes, in fact, which if wisely invested would give their winners an income for life.

## HIGH FIDELITY SETS DEMAND IMPROVED BROADCASTING PLANT

(Concluded from page 2)

would produce the most practical results. "The decision on the adoption of any high fidelity standards," it stated, "must balance the improved quality of reception in a restricted area against less perfect reception over a greater area."

Various meetings and conferences held with representative committees of the Institute of Radio Engineers and the Radio Manufacturers Association during the year were reviewed by Mr. Chambers. These related to proposed operating standards and methods of improving them, and all tended to bring out that the station sells what "goes off the antenna," rather than what goes into it.

Because of existing conditions, the committee explained it is drafting a Handbook of Broadcast Stations Operating Practices, being assembled and edited by J. C. McNary, technical director of the NAB. This publication, Mr. Chambers said, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardise and give information regarding the methods of determining and improving operating conditions and characteristics, he declared.

## Recommendations Approved

Recommendations made by the committee, subsequently adopted by the convention, were as follows:

(a) That all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment.

(b) That the Engineering Committee be instructed to complete the work on the proposed Handbook and that this Handbook be published for distribution to member stations.

(c) That there be further study and analysis of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard.

(d) A furtherance of the co-operative action by the RMA, the IRE, and the NAB to improve the results of the entire radio broadcast system from microphone to loudspeaker.

## WOMEN'S SESSIONS

Women's sessions are always a subject for discussion among broadcasting executives. Some say that the average woman does not listen to these special women's sessions, but on that point we must definitely disagree. Mrs. Gray of 2KY has one of the most interesting sessions, according to some women. After all, which ever station one follows, is purely one's own point of view.

## BROADCASTING BUSINESS

February 8th, 1935

## Latest Licence Figures

NETT INCREASE, 7,209

Down Only 653

South Australia's Big Gain

## NEW SOUTH WALES

|                  | November | December |
|------------------|----------|----------|
| New Issues       | 5,468    | 4,727    |
| Renewals         | 15,081   | 13,934   |
| Cancellations    | 1,940    | 1,384    |
| Monthly Total    | 259,645  | 262,988  |
| Nett Increase    | 3,528    | 3,343    |
| Population Ratio | 9.87     | 9.97     |

## VICTORIA

|                  |         |         |
|------------------|---------|---------|
| New Issues       | 5,375   | 3,273   |
| Renewals         | 11,412  | 12,788  |
| Cancellations    | 3,704   | 1,808   |
| Monthly Total    | 225,670 | 227,135 |
| Nett Increase    | 1,671   | 1,465   |
| Population Ratio | 12.33   | 12.33   |

## QUEENSLAND

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 1,599  | 1,266  |
| Renewals         | 3,605  | 2,688  |
| Cancellations    | 471    | 392    |
| Monthly Total    | 61,847 | 62,721 |
| Nett Increase    | 1,128  | 874    |
| Population Ratio | 6.45   | 6.54   |

## SOUTH AUSTRALIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 1,159  | 1,217  |
| Renewals         | 3,566  | 3,754  |
| Cancellations    | 435    | 328    |
| Monthly Total    | 71,587 | 72,476 |
| Nett Increase    | 724    | 889    |
| Population Ratio | 12.17  | 12.31  |

## WESTERN AUSTRALIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 962    | 855    |
| Renewals         | 2,180  | 1,745  |
| Cancellations    | 301    | 337    |
| Monthly Total    | 36,899 | 37,417 |
| Nett Increase    | 661    | 518    |
| Population Ratio | 8.34   | 8.46   |

## TASMANIA

|                  |        |        |
|------------------|--------|--------|
| New Issues       | 451    | 423    |
| Renewals         | 854    | 795    |
| Cancellations    | 301    | 303    |
| Monthly Total    | 18,777 | 18,897 |
| Nett Increase    | 150    | 120    |
| Population Ratio | 8.23   | 8.29   |

## COMMONWEALTH

|                                  |         |         |
|----------------------------------|---------|---------|
| New Issues                       | 15,014  | 11,761  |
| Renewals                         | 36,698  | 35,704  |
| Cancellations                    | 7,152   | 4,552   |
| Monthly Total                    | 674,425 | 681,634 |
| Nett Increase                    | 7,862   | 7,209   |
| Population Ratio                 | 10.10   | 10.19   |
| The above figures include—       |         |         |
| Total Free Licences to the Blind | 1,477   | 1,519   |
| Total Paid Experimental Licences | 1,242   | 1,259   |

# BROADCASTING BUSINESS

Vol. I—No. 20

FRIDAY

FEB. 15, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

## A YARDSTICK for buying Radio Time

### Perhaps Advertisers can know something of Relative Station Values before spending Money

By Douglas Taylor

RADIO broadcasting as an advertising medium has now reached the point where "space buying" in the sense of time and station selection is of major importance. When there were comparatively few good stations available, and only one or two good chains, and when there was ample selection of time available, the space buying problem was somewhat comparable with that existing in selecting a newspaper in a one-paper town; or that would be involved in buying space in women's magazines, if there were only one outstandingly good magazine available.

But to-day the situation in radio is very different. On one chain, for instance, in four important cities there are two stations available in the net work. Are they equally good buys—and if not, which is preferable? Immediately a space-buying problem arises.

Here is another case recently mentioned by a large user of radio: A large city in the South has two local stations, each of which is affiliated, as a supplementary to a large basic network. A survey reveals that a basic network station 600 miles away regularly reaches about 50 per cent. of the listeners in that city, as compared with a little over 80 per cent. reached by the local supplementary stations of the same or a competing network.

Now as a straight matter of space buying, will the other factors involved in radio, such as the value of his own programme, the competing programme, and all the other factors that go into radio, enable an advertiser to get a good enough coverage in this Southern city in using the basic network that has a station located 600 miles away; or is it necessary

## A Suggestion

Going back to the fundamental of all media and all circulation—the audience—it is possible to go on down through the various elements that determine circulation until we get to a point where we have a more or less common denominator for radio and for many other media.

To simplify this, let us visualise a newsstand in Central Station. Here a certain number of people walk up and buy newspaper A, others buy newspaper B, and others newspaper C. A certain number buy one national weekly, a certain number buy another. The same holds true among women's magazines and humorous publications and general monthly magazines.

But in each case these people walk up to the newsstand and buy the publication of their selection because of their expectancy—because they expect to find material in this or that publication which will interest them and be to their liking.

The same thing holds true of subscription or home delivery circulation, at least up to the point where it becomes influenced by artificial stimuli which may or may not exist, and which it is part of the advertiser's job to detect.

(Turn to next page)

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