

THAT RADIO LOVER!

Editor,
"Broadcasting Business,"

Your interesting magazine—"Broadcasting Business"—can at times be most informative, but I am afraid you will have to be a little more careful regarding the reprinting of articles from overseas magazines.

For example:—in your issue of April 26th, under the heading "LOVE HOUR, Sweet Nothings With An Object," you reprint an article by a writer in the London "Time" (this as a matter of fact was a dangerous thing to do, because London writers are not usually considered experts on commercial broadcasting in as much as there are no commercial stations in England) this writer discusses a new radio session called "Love Hour" in which a radio lover huskily throats sweet nothings to his listeners.

The writer of your article makes a statement such as this, relative to the session—"The feature (meaning the "Love Hour") is exceedingly popular and is the sort of thing that the makers of scents and cosmetics find particularly apt for their purposes—it has been found far better than the soft chamber music when advertisers want to provide a programme which will leave sweet associations behind it."

The writer, moreover, says that this new American session opens up for the young man a new career—that of the wireless lover—and further states that "whilst the privacy of the home, in which most listening is done, detracts from the effectiveness of many wireless programmes—it adds to the power of this one."

Quite candidly, Mr. Editor, I would like to claim that far from being a success commercially, this particular radio session is at the present time proving rather a 'dud' in America.

I do not make this claim merely of my own violation as a matter of fact some months ago, I learnt of this new session by the "Radio Lover," and wrote to a friend in America (who by the way is considered an expert on radio) asking him to give me information relative to it, and at the same time requesting sample of the copy.

My friend pointed out to me that the "Lover" session was being put over the N.B.C. and stated that there are two "Radio Lover" sessions—let us call them the Radio Lover No. 1, and Radio Lover No. 2.

The first went on in the year 1933 as an **un-sponsored** programme over Jersey's WHOM. Some months later, your Lover No. 2 was heard over Newark's WOR, likewise **un-sponsored**.

Thereafter, No. 2, went on N.B.C.'s WEAF, where he held on for a couple of months. Latest news available is that Lover No. 1 recently had four days on Manhattans' WINS, also **un-sponsored**.

My American friend, further says, "From the record of both Your Lovers, you can see that the session has not had easy sledding with the advertisers. There may be several reasons for this,

3AW
ASK THE
ADVERTISER
WHO USES IT.
THEY'RE
EVERYWHERE

one of them undoubtedly is that few listeners or advertisers feel like playing in the day dreams of the maladjusted as these programmes undoubtedly do. Furthermore, your Lover No. 1 is promoting a suit against your Lover No. 2, and your Lover No. 1 says that HE WILL BRING SUIT AGAINST ANY ONE PUTTING ON A 'RADIO LOVER' PROGRAMME IN ANY PART OF THE WORLD."

So you will see, Mr. Editor, that my American friend (who should be more of an expert than your London writer) does not hold the session in very high regard.

Perhaps some of your readers will be interested in this information in view of your article on April 26th.

—WILFRED W. EAST
C/o British Medical Laboratories, 141
Clarence Street, Sydney.

CLEOPATRA 2HD's Feature

Perhaps there is no more glamorous figure in all history than Cleopatra the Queen of Ancient Egypt. Her loves and ambitions, her various adventures have furnished a fruitful source of romance to writers of all ages from her day until now. She has been depicted both on stage and screen and now the story of her life is broadcast by Station 2HD as a thrilling Radio Drama.

In this wonderful narrative the ruthlessness of men, the lure of women charming and beautiful, the lust for power that brooks no opposition, the soaring ambition that knows no restraint, that counts no price too dear for its gratification are all dramatically portrayed.

Splendidly produced and excellently acted by America's best artists the story of Egypt's great Queen is one long thrill from start to finish. Marcus Clark & Coy Ltd. of Sydney and Newcastle are the sponsors.

COMMUNITY CONCERT 2BH

The 2BH Community concert has now become a regular institution in Broken Hill. This Station provides its friends with excellent value in this night's entertainment, giving them a community concert including three speciality acts up till 9.30 and dancing from then on until midnight.

May 24th, 1935.

MEET MR. ROWE OF 2HD

Isn't the world small. We recently discovered that we knew (back in the bad old days of 1929) "Uncle Pete"—Musical Director of Station 2HD Newcastle. Mr. E. H. Rowe—the gentleman in question—will probably be puzzled as to the writer's identity, and to help his memory we recount an amusing incident of which he was the central figure.



E. H. Rowe (Uncle Pete), Musical Director at 2HD, Newcastle. His symphonie poems would melt the heart of an Eskimo-pie."

The place was Dubbo and Uncle Pete, who owned, at that time, a very ancient "Lizzie," had just joined the N.R.M.A. and had been presented with the usual car badge.

"Pete" was nonplussed as to where to affix "the blamed thing," when he suddenly got a brainwave. Seizing a cold chisel and hammer, he calmly punched another hole in the mudguard and mounted the badge thereon, to the amusement of his colleagues and the assembled local population.

NEW STATIONS AT ORANGE AND NARRABRI

The N.S.W. Graziers' Association is reported to be interested in the erection and operation of a commercial broadcasting station at Orange and also at Narrabri.

These two locations in the western part of N.S.W. sadly lack broadcasting facilities, and if the graziers proceed with their scheme and handle it under proper conditions, with a live manager, they should be able to make a success of it.

Broadcasting stations are certainly required in those areas.

SERVICE IN THE NORTH

No obstacles are allowed to prevent Station 2TM giving their listeners up-to-the-minute news. It was therefore appropriate that during the recent N.S.W. elections, they arranged a direct broadcast from the tally room in Sydney, in conjunction with the "Northern Daily Leader," and were thus able to give the Northern districts election results one hour ahead of the G.P.O., Sydney.

May 24th, 1935.

What is Net Circulation?

(Published by courtesy of the Columbia Broadcasting System, and reproduced from "Market in Radio Homes.")

HOW many actual listeners per programme on the air? How many actual readers per page in a magazine or newspaper? A comparison of both gross and net circulation for the spoken and the printed word.

Some of the old terms in advertising have worn thin. Adequate in the days of easy spending, they have been tested and found wanting in recent years of shrewd and analytic buying. "Net Circulation" is one of them. And most clearly revealed when radio advertising was placed side by side with publication space under the forceps of the advertising analyst. In applying the term "Net Circulation" to both forms of advertising, it was found to be faithless to its own sire, publication space. It netted down to this insistent question in many an advertising conference.

"If we are going to consider the net circulation of our radio advertising as the actual number of people who listen to one of our programmes (and not as the number of people who have radios and could listen to it)—why shouldn't we consider the net circulation of our magazine and newspaper advertising as the actual number of people who read one of our advertisements, not the number who merely buy or get the publication and could read our advertisement?"

Other advertisers put it something like this: "In computing the relative coverage of our radio and publication advertising, we've got to get them down to comparable units, and we aren't doing that as long as we compare mere "copies" of a publication with actual listeners to our programme."

Three Important "Parallels"

Certain parallels soon become obvious gaining more and more general acceptance in advertising thinking:—

(1) If "gross circulation" for a magazine or newspaper be considered the total number of copies printed, then gross circulation for a radio programme must be considered the total number of radio sets within reach of the signal which carries it.

... because they are comparable units. Each describes the total number of opportunities of getting over the advertiser's sales message. Theoretically his radio programme might be listened to in every radio home within reach of his broadcast, and his advertisement might be read in every home the publication goes into. Theoretically. Actually, the story is quite different, as will be seen from these further parallels.

(2) If the gross circulation of a publication is whittled down to "regular subscribers," the only comparable figure for radio broadcasting would be the number of "regular listeners" to the station over which it was broadcast.

... because those, in turn, are comparable units, 85 per cent. for instance, of the total copies of a magazine may represent "regular subscribers." Similarly 85 per cent. of all the radio homes in the United States are "regular listeners" to the Columbia Network. Neither figure is exclusive—that is, most of the regular subscribers to one magazine may also be regular subscribers to another, as most of the regular listeners to the Columbia Network, may also, at different times, be regular listeners to other networks. But how far away from actual net circulation even such figures remain is evident to the advertising realist concerned with the number of people actually reached by a given sales message. Which leads inevitably to a third parallel, more and more generally recognised:

(3) If the net circulation of a radio programme is measured by the number of radio owners who actually listen to it during a given fifteen-minute period—then the true net circulation of a publication advertisement must be measured by the number of people who actually read it in a given issue.

... because no other units are comparable. Each describes the number of impressions on consumers which the advertiser gets for his investment. Both represent the ultimate net measure of each advertising dollar.

SYDNEY RADIO
INDUSTRY BALL
New Palais Royal
TUESDAY, JUNE 11th

2TM TAMWORTH
the **KEY** to
THE
NORTHERN TABLELANDS

Advertise over 2TM and be SURE of reaching the richest district of N.S.W.

City Representative: V. A. H. Coghlan
44 Margaret Street, Sydney. BW 6832
Station Address: Bristol Street, Tamworth

Broadcast Advertising
Secures Sales

and
2HD
NEWCASTLE ADS
ARE SUPREME

Write Box 123 Newcastle or
Mr. E. A. WOOD (BW 2211)
c/o A.W.A., 47 York St.,
SYDNEY, N.S.W.

MARKET RESEARCH BY "REGO"

Wholesalers Ltd., Melbourne, marketers of "Rego" foodstuffs are making a research into the Victorian country market.

Through co-operation with 3HA Hamilton, a voting paper is being prepared and distributed by storekeepers through the Victorian country districts. The ballot paper indicates 14 types of performances such as band, vocal, instrumental, drama, etc., and listeners are asked to show the order of preference for each type of performance.

The most popular form of entertainment will then be listed in order of preference and prizes will be awarded to the entrants whose preferences are nearest to the public's choice. Space is also provided on the paper for the radio listener to indicate his most popular type of station and announcer. Effort will also be made on the voting paper to find out the effectiveness of radio advertising in influencing buying.

Prizes to the value of £50 are being offered for the competition.

THEME SONGS FROM 3HA

Many regular advertisers from 3HA Hamilton open their session with a characteristic theme song. 3HA is now planning a competition whereby a theme song will be played and the public will determine the session it usually precedes. Good prizes are being offered.



