

STATION ANALYSIS

(Concluded from page 6)

of the station's value. Upon this intelligence rests the outcome of many variables and intangibles, such as censorship of advertising, discretion, etc. It is quite conceivable that people will listen to a station's presentations, yet be sceptical of the advertising messages from past experience with too many "gyp" cost-per-inquiry accounts.

No matter where you start in or what you consider in evaluating the services of any station, you always wind up with the most tangible point in any station's sales set-up. It is the rate card. It tells you what the station thinks its services are worth. The station offering the most listeners isn't always as big a value as the station playing second fiddle to it. A station's advertising value may be determined in an arbitrary manner by multiplying its relative score on the above analysis by its rate for the service desired.

RECORD RELEASES

(Concluded from page 7)

AND THE BIG BAD WOLF WAS DEAD (Fr. RKO Film) "Cockeyed Cavaliers."

G.22275—"I Went Hunting" — "And the Big Bad Wolf Was Dead," foxtrot with vocal chorus, played by the Casino Royal Orchestra. "Wish Me Good Luck" — "Kiss Me Goodbye," foxtrot with vocal chorus, played by Henry King and His Orchestra.

A follow-up to "The Three Little Pigs," famous theme song—this number has marvellous possibilities as you will realise as soon as you hear it. Our best advice to you is to lay in good stocks.

Regal Zonophone

G.22246—"I Only Have Eyes For You," foxtrot, and "Night on the Desert," foxtrot, played by the Casino Royal Orchestra with vocal chorus.

G.22251—"The Girl at the Ironing Board," Part 1 & 2, waltz (from film "Dames"), played by Jim Davidson and his orchestra.

G.22265—"Give Me This Waltz," and "Somewhere in the Blue Ridge Mountains," played by the London Piano Accordeon Band, under the direction of Scott Wood.

NEW TRANSCRIPTION For 3AW

"Omar, the Wizard of Persia," is the intriguing title of a new transcription which has been obtained by 3AW Melbourne. Written and directed by Haraj Joschim, the famous Hindu author of programmes such as "Chandu," "Rajput" and other successes, this programme is considered to be the finest ever produced by this authority. The story for the most part takes place in Persia, the mystic East being transplanted with unusual fidelity.

CYRIL ANGLES 2UW's New Racing Announcer

Making winning posts of every opportunity in life appears to be the secret of the success of Cyril Angles, who has just secured the position of Racing Commentator for all Sydney meetings, from Station 2UW.

Cyril's life seems to have been one long training for that most difficult of arts—a broadcast announcer of race meetings. As a boy, Cyril went to the Marist Brothers High School in Darlinghurst, and, strangely enough, his great chum there was W. R. ("Togo") Johnstone, who is now riding in France. He and Cyril both left school together, and commenced work in the stables of Mr. Jacob Phoenix. Here Cyril learnt all there was to know of the art of horse tending, and though he never went in for actual racing, he used to exercise the horses round the tracks.

With the appointment of Cyril Angles to its staff, 2UW claims that it will be giving the finest racing service in Australia, for, in addition to Eric Welch describing the Melbourne races, Cyril will now broadcast descriptions of all metropolitan meetings in Sydney.

Welcome to Tamworth (2TM)

In 1930 when 2UW pioneered ball to ball Test cricket descriptions, there were only ten "B" class stations in Australia. To-day there are over fifty operating in the Commonwealth, and, with the opening of the New Year we find Tamworth (2TM) commencing their transmission on Wednesday, February 20th. The opening ceremony is to be marked with a transmission through 2UW, when the manager of the senior station (Mr. Oswald Anderson), has arranged for a programme of short messages of good wishes, together with a musical programme, the details of which will be given later.

ADVERTISING AGENCY'S ENTERPRISE

The Goldberg Advertising Agency reports that A.W.A. are progressing rapidly with the installation of the latest equipment for the Goldberg Audition Rooms, which have been planned to save advertisers the inconvenience of having to visit radio stations for auditions, and which will constitute a very big forward step in the service offered by the Goldberg firm.

The Radio Department is controlled by Mr. E. J. Walsh, who has a wide experience of the broadcasting field from his association with 2CH. Mr. Walsh left that Station to join Goldbergs on January 7th, and his experience is available to Goldberg clients, who thus have the advantage of a practical broadcasting viewpoint, as well as a properly equipped studio in the advertising agency's premises.

BROADCASTING BUSINESS

January 18th, 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. 1.—No. 17

FRIDAY

JAN. 25th, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

Can the Department Store Afford Radio?

By MARGARET FITZGERALD
Sales and Advertising Manager,
O'Connor-Moffatt & Co., San Francisco

How the usual Air Ad. Test was applied to Newspapers: Bad Programme held worse than no Broadcast.

[A RATHER STIFF but invigorating dose for both department store executives and radio station managers is this discussion of radio in relation to the department store. Without sparing either, Miss Fitzgerald suggests that radio hasn't been given a fair trial by department stores because most store advertising managers are afraid to get out of the rut of writing newspaper blurbs, and at the same time she points out that a poor programme on the air may do more harm than good. And that's where the station comes in. A radio time salesman, she says, should have a programme form mapped out before he approaches the department store rather than accept anything that may occur to the store executives.

Miss Fitzgerald's opinions form the basis of a series of articles which will be a regular weekly feature of "Broadcasting Business."—Ed.]

RADIO—can the department store afford it? Strictly speaking, a department store can't afford anything these days, but least of all can it afford to overlook a bet. And radio, intelligently used, is in my estimation, one of to-day's better bets! But . . . it had better be good or it will boomerang.

Fortunately or unfortunately for radio, it seems that listeners practically never ignore a programme. They can't take it or leave it alone. No, listeners either like your stuff or it annoys them. Now a newspaper ad. either pulls or it doesn't pull, and the chances are that the ad that does no particular good will likewise have done no particular harm. If your

message in type fails to merit the attention of the reader it's no effort at all for him to shift his eyes to the news columns instead and he doesn't go around hating your store because the ad didn't click with him.

Good or Terrible

HOWEVER, with radio, it's different. You're good or you're terrible. If your message clicks, praise Allah, you've struck pay dirt. If it doesn't click, heaven help you, you're worse off probably. You not only haven't done your store any good, but if you were annoying enough on the air, chances are you've done it a lot of harm.

Getting back to radio as it concerns us to-day. Why aren't more stores using it? What's the matter with it? Why, years ago if an advertising manager struggling to put over a message in cold type were told that one day it would be possible for him to make type talk out loud, he'd have hailed the millennium! And what does the department store do about it? It does an ostrich and buries its head. Why, in St. Louis the Associated Retailers banded together and passed a rule that forbids an individual store to broadcast. That is recognition for radio. Stores don't band against something unless it's something important! Outside of St. Louis most stores have been strangely apathetic concerning the air ways and means.

Doesn't Get Fair Trial

DOESN'T this have a familiar ring: "We're spending all we can now for advertising. (Sure, everybody is—but how wisely?) We want to concentrate attention on our newspaper ads. (Radio can help do that in a big way and O'Connor-Moffatt's is doing it now with a five minute spot every morning.)"

"Mrs. Doakes, the president's wife, says she doesn't turn on the radio once in six weeks and she is sure nobody else in her set does—so why bother—nobody listens anyway." The truth of the matter probably is that unless the ad manager himself or herself happens to be a

(Continued on page 2)

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CAN THE DEPARTMENT STORE AFFORD RADIO?

(Continued from page 1)

radical or a rebel with a fighting complex, radio doesn't get a fair hearing; or, if it gets a hearing, it doesn't get a fair trial.

Faith in Newspapers

REALLY, it's beautiful, the trusting faith most stores have in the newspapers with the highest rates. If the morning Gadnookus or the Evening Gladiator fails to sell the rayon step-ins at 69 cents, then, by the gods, nothing will sell 'em! Something's wrong with the step-ins, not the ad. If, however, the same 69 cent step-ins are radio advertised and flop, radio's no good; but the step-ins are still the pink of perfection! How do stores get that way about mediums? Is it because they've never taken the trouble to figure out that after all, the percentage of direct sales on newspaper advertised items is only 6 to 8 per cent. of their total volume? In other words, what 92 to 94 per cent. of the newspaper advertising does, is sell the store as a whole, and publicise its policies, if any.

Why should radio, lusty infant though it is, be expected to do more? In other words, what does a radio test test? A special item is offered for sale only over the air. (Usually it's hidden from sight so that the radio-customers must brave some dour-faced clerk and ask for it in order even to see it!) The sales results are checked and the store's ad man says, "I told you so," to the radio station. Nine chances out of ten the radio chap, knowing little of department stores, can only bow his head in shame. He may think the test unfair but he can't prove why. Radio chalks up another failure because only 52 people came to buy goloshes at \$1.29 instead of \$1.50. Now if your radio salesman were only an ex- and embittered department store ad man himself, he could talk back. He could ask embarrassing questions. He could tell Mr. Store Owner facts and factors that might upset a few sacred publicity cows.

Radio Test For Press

UNDERSTAND, I'm for newspaper advertising—but only 90 to 99 44-100 per cent., and I leave a fraction for radio and have an open mind. Any time radio can earn a bigger percentage of my advertising dollar, I'm going to try to persuade the boss to spend more for radio. Did you ever put newspapers up against such a test as the golosh case? Did you ever advertise silk yardage at half price and then hide it away so the customer couldn't see it unless she asked for it?

Well, once upon a time O'Connor-Moffatt's did that very thing. We did it not as a test but to save ourselves money on a mistake. Now the ad ran in Shopping News and there were four silk items featured. The lead item was supposed to be satin-back crepe specials at \$1.95 a yard, a quality regularly selling

for \$3. Moreover, satin-back crepe was probably the most wanted item right then among women who sew. Mistakes will happen, and a mistake did happen in this silk ad. The most important item of all—a sensational buy at \$1.95—was advertised at \$1.45 by error. We paid more than \$1.45 for that material and we hated to take an actual loss on it. Now the other three items were correct, but higher in price.

We had a meeting (department stores thrive on meetings) and decided to put the three correctly priced items on the tables at the front of the department. We put the satin-back crepe at \$1.45 under the counter. Salespeople were instructed to sell as much of that satin crepe at \$1.45 as any customer asked for. He was not to show the crepe unless it was asked for. Here's the pay-off. That silk ad. brought us the biggest day we had in 1933 in the silk department! Yet only 33 yards of the silk sold were the \$1.45 satin crepes.

Imagine what a black eye for radio if the store had taken a \$3 item, priced it actually below cost at \$1.45, hidden it so customers would have to ask for it specifically, and then sold only 33 yards! The moral screams; the public came to buy silks, not silk at a price. Evidently our ad did remind them that O'Connor-Moffatt's had a pretty good line-up of yard goods, and they came to buy it!

Ad Managers Afraid?

WHY HAVE so many stores made abortive attempts at radio only to discard it? Why hasn't radio clicked in so many instances? Well, I put most of the blame squarely on the advertising manager who is inclined to be a trifle scornful of the spoken word. Maybe he's not so scornful as he is afraid; read the average store ad aloud and you'll know why. It's pretty sorry reading. In plain words, it takes better brains to put on a successful radio campaign than it does to put out newspaper ads. A radio programme is apt to show you up if you don't expend real time and thought and energy on it. A \$20 a week copy-writer can't do it; she hasn't the authority for one thing. And, believe me, it takes somebody with real authority to do a radio programme—or to okay it—otherwise the overlords will rule out everything that isn't trippier than tripe before it ever hits the air.

Summing up the situation, I think department stores can afford radio if they'll use some intelligence about the way it's presented and if they'll give it a fair deal. Maybe the average mind of the people you're addressing by air is that of a 12-year-old, but does a 12-year-old want to be bored and talked down to?

Rap At Station Technique

FURTHER, I think the selling of radio time to department stores has been sadly

January 25th, 1935

bungled. Usually the man who's on the selling end doesn't realise what peculiar institutions department stores think they are; and usually the cart is put before the horse. The radio station is sold first, and what the programme's to be is of secondary consideration or is even doped out later. Mr. XYZ is out to sell XYZ time and in an effort to make the sale he says fine and hopes for the best when the store buying the time says let's do something different and play recordings or have music numbers with long-winded commercials between each number. The radio programme peters out; the salesman may know why, but he won't come right out and say why because he's afraid that if they ever go back to radio to try it again they might go to rival station PDQ. Now, I maintain that you can be just as bad on one station as on another and a good programme is good as far as any station can broadcast it. Why not dope out a rousing good campaign first, and shop for radio time after that's done?

There's one consolation for local programmes; the music on the big chain broadcasts is usually so good you can't hope to equal it; and in nine cases out of ten the blah that goes with it is so bad you can't be worse!

The second of Miss Fitzgerald's articles will appear in next week's issue.

4TO BROADCASTERS' DUET

Station 4TO Townsville, surprised its listeners last week with some comedian cross firing, when the artists concerned were separated by a distance of 50 miles. It has been the custom to give a half-hour's "funny business" from the 4TO Studio each night, but one of the artists, "Kimmo" had to go to Ayr on business. It appeared as if the session would have to be abandoned, but by the use of a double telephone circuit, it proved practicable for "Kimmo" to do his half of the session from Ayr, while his partner, Mr. H. E. Cox, the 4TO announcer, occupied his usual place in the Studio of the Broadcasting Station.

Kimmo's song, with mouth-organ accompaniment 50 miles away, proved the success of the evening. Listeners to 4TO were greatly interested in the experiment.

4 YEARS CONTINUOUS

After four years unbroken association with Station 4BC, the management of Castlemaine Perkins Ltd., has launched out in the biggest radio campaign ever attempted by a brewery in Queensland. Each Monday, Tuesday, Wednesday, Thursday and Saturday night, a session is presented in the interests of the firm, conducted by two radio humourists who appear under the nom de plumes of Mr. Castle and Mr. Maine. These two gentlemen are veritable fun doctors, and their "Dinner Music with a Laugh" includes all the latest witty spasms, and all the brightest and latest musical numbers interwoven into half-an-hour's entertainments.

January 25th, 1935

Beating DEPRESSION with RADIO

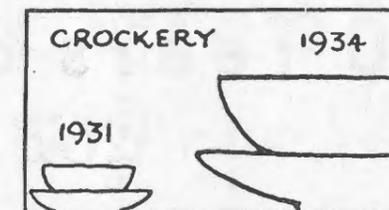
Amazing Growth of Sam Lands' Business

MR. SAM LANDS became a radio advertiser in 1929, at a time when this medium was very much in its experimental stages, and when more conservative minds were prone to criticise his entry as showing more optimism than judgment. His experiences over the intervening years, however, have amply justified his faith in radio. Increases in the various departments have not merely been enormous, but have been increases which looked impossible.

The sale of diamond rings for instance in the last two years has increased by approximately 400%. This is a most sig-

Good Will Builder

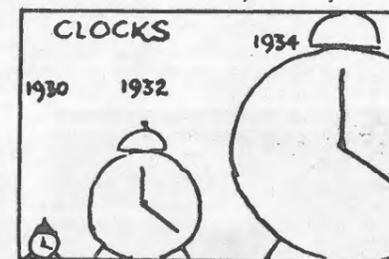
Mr. Lands follows the policy of using a minimum of actual advertising during his sessions. He believes that the sessions should aim at making "Sam Lands the Jeweller" known, rather than at telling the public about his lines in detail, for he considers that radio is the ideal means of securing a general goodwill and that if the public believes sufficiently in the honesty and integrity of the store advertising, it will come to that store from choice, and that it is thus not necessary to deal too much with individual offers. Mr. Lands in his sessions never hesi-



3 Years' Crockery Progress

From the days of the first ball to ball test match description over 2UW with which Mr. Lands tied up, to the present day Sam Lands Happy Hours, is a big period in radio advertising history. Sam Lands gave evidence of ample courage when he backed the radio message and the position of his store to-day is as excellent an argument in its favour as could be found.

The use of radio by other jewellery



Clocks and Watches Have Sold Amazingly

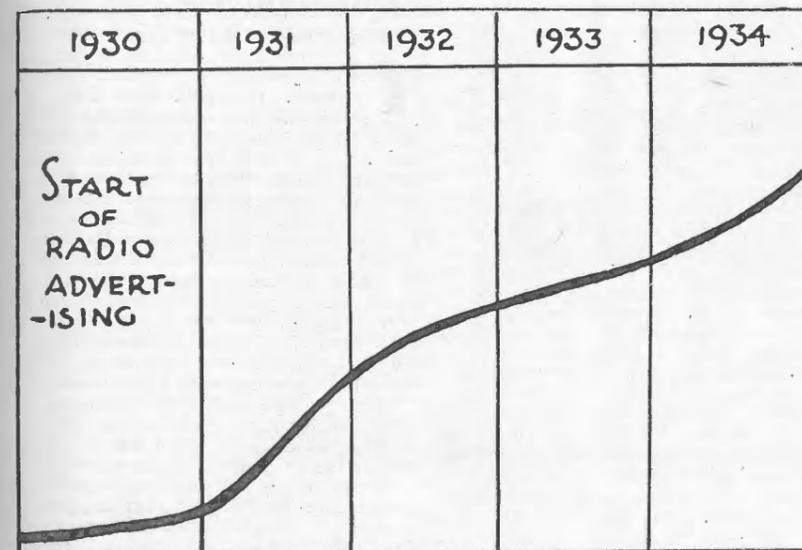
organisations confirms Mr. Lands' original judgment. This is a case where goods are offered for sale, which in the ordinary way would require much more than explanation. The public, in buying jewellery or fancy goods, would be expected, logically enough, to demand illustrations and explanations of a much more definite character, than can be conveyed by word of mouth. It follows, therefore that Mr. Lands' principle of creating an atmosphere of goodwill by the use of radio is a correct one.

Half a Million New Customers

1934 Figures Tell Important Story For Stations

There was an increase in radio licences of more than 157,000 for the year 1934, which means that at least an additional half million human beings, all users of advertised commodities from baby powder to motor cars, have been brought within the ambit of broadcast advertising.

The national advertiser to whom the radio market is thus made accessible has already felt the convincing qualities of radio in selling and the year's increase in licences, bringing the total of current licences to 675,000, places radio in a position of major importance as an advertising medium.



What Radio Has Done For Turnover

nificant figure, for it indicates a complete belief in Sam Lands' service and values, and when it is remembered that this belief arises solely out of broadcast advertising, the argument in favour of the broadcast word is even more important.

Similar increases are reflected in all departments of Mr. Land's business, even in crockery ware, which is available in many different types of stores. Broadcast advertising has increased turnover 100% over the last three years. The sale of watches is prodigious, and every month, literally thousands of watches are sold by the Lands organisation. Once more the belief in the store evidenced by the public, has emanated from radio publicity.

tates to divulge the price of any articles mentioned, and furthermore sees to it that there is a special offer of attractive nature every day.

He comments as another curious instance of what radio has done in a specialised line of business, that silver ware in 1931 had been almost discarded, but that now as a result of his radio advertising the silverware department was back to its original strength. It is evident from this that radio can be relied upon not only to create the atmosphere of goodwill in a store but actually to create fashions in buying, as indicated by this renewed vogue for silverware.

10 Years of Radio 2UE in Retrospect

IN the tenth anniversary of the first programme broadcast by Station 2UE on the night of January 26th, 1925, it is fitting to review the progress Radio Broadcasting has made in Australia in this brief period.

Early in 1921 and throughout this and the following year a series of experimental broadcasts were carried out by A.W.A. and the Commonwealth.

All of this was of an experimental nature and received mainly by enthusiastic radio amateurs for the simple reason that nobody else had receiving sets. Experimental transmissions and reception continued, those mainly responsible including C. D. Maclurcan, J. E. Reed, F. B.



MR. C. V. STEVENSON

Cooke, R. C. Marsden, L. E. Forsyth, C. V. Stevenson, J. Marks, Ray Allsop, F. N. Leverrier, Sid Colville, R. McIntosh, Jack Davis, the late P. S. Nolan and others. During this period several electrical merchandising firms in Sydney began to stock various receiver parts though 95% of the sets were crystal receivers—the valve receiver was almost unknown. The only transmissions on the air were from the amateur stations, but in August 1923, the Federal Government issued regulations regarding transmissions, the outcome of which was the establishment of 2SB (later 2BL) whose service commenced 13th November, 1923. 2FC service commenced 5th December, 1923. 3AR commenced 26th January, 1924, 6WG commenced 4th June, 1924. The next step, and a very progressive one, was the issue on 17th July, 1924, by the Federal Government of regulations or proposals for class A and class B Radio Transmitting Licences.

Oldest Commercial Station

Thus it came about that Mr. C. V. Stevenson, founder and Managing Director of 2UE who had been granted an experimental licence in 1923 (call sign 2IY) now applied for and received, on 7/11/24, one of the first "B" Class licences issued in Australia. Actually the first issued was to 2BE (which ceased operations in 1929) and to 2UE which commenced public broadcasts on January 26th, 1925.

If supplying his neighbours with musical reproductions constituted broadcasting in its wider sense, then Mr. C. V. Stevenson was in broadcasting over thirty years ago, for when the flat disc record superseded the cylindrical record, the founder of 2UE bought one of the new style gramophones and a special rosewood sectional amplifying horn of large dimensions. By this means quite a good musical entertainment was available to his neighbours, a good library of "acoustic" recordings was built up, and the regular Sunday evening programme from Stevensons was an event in the neighbourhood. In the early years of radio transmission experiments, he was conducting an electrical business and instituted a wireless apparatus department, but shortly after, war broke out and everyone with anything in the nature of apparatus or parts, had to place them under seal in the care of the Government, and they were not released till the war concluded in 1918. Then radio experimentations started again and Mr. C. V. Stevenson, still trading as Electrical Utilities Supply Company, was once more taking a keen personal interest in the development of Broadcasting in Australia, as one of that small band of electrical enthusiasts experimenting in practical radio transmissions and reception.

Soon after the Armistice, Mr. Stevenson ordered a small shipment of experimental valves from U.S.A., but on arrival, they proved to be transmission, not reception valves. These he sold to Mr. C. D. Maclurcan, who constructed the transmitter which provided the regular Sunday night programme from his home at Strathfield to the delight of all local amateur experimenters.

Later on in 1923 when he and others in the electrical and radio parts trade decided to start the first radio station in Australia to give a general regular programme, a licence or permit was applied for and a company floated which was called Broadcasters Sydney Ltd., with registered offices at Radio House, George Street, where the first transmitter was built. Before this transmitter was put on the air, an arrangement was made

with Smiths Newspapers for space on the roof of their building for Studio, Station and Aerials. The Studio measured about 12 ft. by 14 ft., the Station even less, the dynamos and generators in a small separate building akin to a glorified dog kennel. The Company rested on no bed of roses financially, for it was dependent for revenue on the contribution pro rata to shareholdings of the less than a dozen radio and other stores who were interested in the venture, which began regular broadcasts on November 13th, 1923.

Shortly after this, the Government invited applications for "B" class licences and Mr. Stevenson, having decided to start an independent station, applied for and was granted (November 1924) his first "B" class licence, having previously been given an experimental licence under the call-sign of 2IY.

And that was the start of 2UE, no time being lost, as on the night of January 26th, 1924, the first complete programme from this popular station was put on the air.

Dramatising the Commonplace

Optometrists on the Air.

THE Optometrists' Association has entered the radio field with a series of two-minute dramas prepared by the Shield Advertising Agency and which in each case dramatise small ordinary incidents thus giving them a remarkable degree of interest to listeners.

There should be a wide field among organisations which field in abstract service and broadcasting stations would do well to follow up the possibilities which are made evident by the optometrists' action.

It is doubtful whether any better medium could be found than broadcasting for explaining the virtues of a service and when the optometrists take the ordinary incidents of life and make them sufficiently interesting to foster in the public mind a realisation of the need for caring for the eyes, it will be clear that the same opportunity is open to others, such as insurance houses, and other organisations which sell general service.

A LAPSTONE HILL OUTING

Organised by 2KY

On Sunday next Station 2KY have arranged a special outing to Lapstone Hill, where Uncle Don and Rion will be in attendance.

A very happy time is assured to all those who would care to go along. Everyone is invited, and the Lapstone Hill Hotel grounds have been made available for the day.

The Lapstone Management will provide free of charge, hot water, soft drinks, afternoon tea, cakes, pastry and biscuits. Peters' Ice Cream will be distributed free of charge, being donated by Peters' Ltd. Tickets are available at 2KY.

"I've Got to get Home"

Richards took his small boy for a much overdue trip to Taronga Park last week and after an excited journey through that delightful reservation young Bert enquired in due course what time it was? His father replied "twenty-five past five." "Oh Gosh," said Bert, "I've got to get home; the serial will be on if we don't leave soon."

Now there is a very good point in that little episode. We are all accustomed to hear the children's market spoken of, but very few people and particularly business executives realise how strong that juvenile factor is in merchandising.

There are certain broadcasting hours when children monopolise households, and there are few parents who are not indulgent enough to permit the kiddies to decide the selection of stations.

It is sometimes argued that the enthusiastic interest shown by the children is not necessarily an interest which is also applied to the products advertised, but that this is specious is indicated by the enormous number of enquiries which result when anything is offered during the course of such serial sessions, for the children's amusement or entertainment.

There is an obvious moral in this situation for the broadcasting station. It focuses attention upon the importance of providing the juvenile mind with the type of entertainment which will attract it, and which will still leave the parents satisfied that the child mind is being entertained without detriment to its finer feeling. The advertiser also cannot afford to ignore a very important aspect of Children's advertising, in that the child mind of to-day is the adult mind of tomorrow, and that radio is the only medium of disseminating propaganda which has permitted outright affirmation. Radio can be affirmative without arrogance. Children are emotional creatures. Where a manufacturer looks to the future for a progressive good will that will go on from generation to generation, he cannot afford to ignore the unique opportunity presented by broadcasting. By this medium he can train the youthful mind to an acceptance of his products and commercial ideals. It is safe to say that such a thing is not possible by any other system of advertising. It behoves the advertiser, therefore, to regard broadcast advertising as a means of building for the future, and it is equally the duty of the Station to provide the advertiser with the type of material, which while educating the growing mind, in the direction of the advertiser's products, will do so in a way which cannot be subject to criticism.

The steady development of an improved standard of serial entertainment is an indication that these facts have been realised and appreciated.

Radio will someday wield an enormous influence in developing and training the growing mind. It will be to the credit of industry that it has made this possible.

CIRCULATION!

A Radio Problem

THE high priests of the rate card have successfully, for many years, fostered in the minds of the advertising public the cult of circulation. In newspaper advertising this has been simple enough.

No-one to-day can ignore the growing power of broadcasting as an advertising medium, but the question that arises in the mind of the advertising man as well as in the minds of the commercial advertising public as to how far circulation figures can be made available by the various broadcasting stations, is a question not only extremely difficult to answer, but one for which an answer must be provided before broadcast advertising can be put on a scientific basis.

It is insufficient to explain the number of radio licences which have been issued, to point to the proportion of licence holders who live in given areas, and to pre-suppose from those figures a certain definite listening public which is assumed, for lack of any other way of regarding it, as a general radio audience available to every advertiser over every station, and apparently, therefore, susceptible to any type of radio approach. Such a supposition, of course, does not bear analysis, and radio is probably the first advertising medium which has invited its users to take practically everything for granted.

In the light of such a situation, it is not surprising that there still exists a vast body of potential advertisers who decline to accept radio at its face value, and who take up the position of the traditional "Man from Missouri" in regard to it.

Not Comparable!

The whole fault appears to lie in an unconscious effort to make comparisons between newspaper advertising and radio advertising, along the same lines of thought, whereas it is quite absurd to compare the two forms of publicity, for there are no measures whereby they can be assessed along parallel lines. The advertising man cannot afford to bring to bear on the question of radio advertising the same attitude of mind which he applies to questions of newspaper advertising. There is a radical difference between the two. Whereas newspaper advertising requires the reader to consider the advertisement presented in its logical interpretation, radio on the other hand relies for its effectiveness upon emotional appeal. Moreover, the newspaper, while admittedly limited in a general way to

a broad type of special reader, is nevertheless very much more general in its attack than radio, because the latter, permitting the use of types of entertainment which are aimed at special types of minds, and offering also stations with recognised class followings for selection, enables the advertiser to focus his attack directly upon the type of mind which he seeks to impress with his advertising message.

Radio, therefore, permits the concentration of advertising appeal upon specialised markets, and the broad question of circulation becomes relatively unimportant in consequence. If the radio station, in offering its time to advertisers, gives the correct attention to the question of class appeal, and provides the advertiser with data based on its own experiences in regard to this, it will not need to put any undue emphasis upon the otherwise difficult question of circulation.

It is astonishing to observe how little is known, comparatively, of the actual performances of radio in regard to merchandising work. The commercial community is aware in a general sense that radio has achieved some big things, and also agrees with the abstract possibility that radio can be applied in merchandising, but details are always lacking. Sufficient pioneering effort on the part of commercial houses will ultimately provide all the data necessary, but in the interests of their own stations and the industry as a whole, broadcasting stations will be well advised to give special attention to the question of providing the advertiser with the sort of data which is always available at broadcasting stations, in a way which will help the advertiser to understand the logic of broadcasting advertising.

SPONSORSHIP VACANCY

An excellent opportunity for an advertiser to sponsor an attractive session is presented in a series of competitions now being held by 2KY every Wednesday night at 9.30. This presentation by the 2KY players is attaining great popularity. Proof of this is in the fact that the mail following the first announcement brought 32 entries, and since that date, the list has gone up very considerably.

Every Wednesday night this presentation is given, and the Station gives a prize of 10/6 for the lucky winner in each contest.

So far this particular competition is not sponsored and a vacancy exists.

Further NEW BUILDINGS

At 2HD Newcastle

With an abounding confidence in the future and a determination to keep their place in the front rank of broadcasting, Radio Station 2HD is once again in the throes of reconstruction.

will add to the many other attractions that already adorn the station at Sandgate, and will still further extend the range, power and clarity that have made 2HD famous.



It is only nine months since the new studios were opened at Sandgate, and in the interval nearly 10,000 visitors have gone out to see these wonderful buildings.

Coincident with the opening of the studios, the transmitting equipment was overhauled, new parts installed, and various adjustments made; nevertheless, new buildings are again in course of construction.

The transmitter house is being enlarged to accommodate an entirely new broadcast equipment that will be the last word in radio engineering. Instead of the three panels, which visitors to 2HD have been accustomed to seeing, there will be no less than seven—these housing an ultra modern equipment that will enable the engineers to use the highest power permitted to radio stations outside the metropolitan area to the greatest advantage.

The materials used in the construction of the new transmitter are of such a nature as to practically eliminate current loss, and to ensure that the full power permitted to the station will go into the aerial. Such construction is somewhat unique in the history of radio engineering, and is being introduced to Australia for the first time by the progressive engineers at 2HD.

When completed, the new transmitter

GOVERNMENT ACTION NECESSARY

Wireless on Pilot Steamers

It is all very well for the Federal Government to endeavour to enforce the installation of wireless on vessels under 1600 tons trading around the coast of Australia, but what is wrong with installing complete wireless sets on the pilot boats in the various ports of the Commonwealth?

The situation was very aptly set out in a sub-leader in the Melbourne "Herald" recently, with particular regard to the pilot steamer Victoria which, on the night of the Coramba tragedy, was one of the vessels nearest to the ill-fated steamer.

The Victoria was both deaf and dumb throughout the gale. A wireless telephone on the pilot ships would be all that is necessary, and once the Government set an example, private enterprise might be more inclined to follow suit.

POPULAR ANNOUNCER LEAVES 2GB.

Arrangements have been made by the courtesy of Mr. A. E. Bennett to release Mr. Charles Cousens, the popular 2GB announcer, on the 25th January. Although Mr. Cousens is severing his connection with the station in order to take up duty in another field of advertising, he will be heard occasionally over the air, and will not entirely sever his connection with the broadcasting field.

Broadcasting Business

SERVICE BUREAU

The function of the Service Bureau is to furnish a point of contact between Broadcasting Stations and Advertisers, when the former may be remote from the inquirer.

The Bureau will be glad to confer with Advertisers and to provide impartial opinions upon any matters relating to merchandising by radio.

The knowledge of the Bureau is at the service of enquirers without direct or implied obligation.

Address inquiries to—

SERVICE BUREAU BROADCASTING BUSINESS

15 Castlereagh Street, SYDNEY

LATEST RECORD RELEASES

Regal-Zonophone

G.22270—"Wine Song" (from film "Caravan") and "Happy, I'm Happy," played by the London Piano Accordeon Band, with vocal chorus.

G.22275—"Wish Me Good Luck, Kiss Me Goodbye," foxtrot, played by Henry King and His Orchestra, and "And the Big Bad Wolf Was Dead" (from film "Cockney Cavaliers") foxtrot, played by Casino Royal Orchestra.

A New Singer

G.22263—"Keep Me in Your Dreams," Harry Bentley, with Orchestra; "The Prize Waltz," Harry Bentley with Orchestra.

Harry Bentley of the quiet friendly voice, is featured in songs which exploit his warm tone and intimate style of singing to perfection.

Country Dealers Please Note!

G.22273—"When the Candle Lights Are Gleaming," McFarland and Gardner; "School House Dreams," McFarland & Gardner; Vocal Duets, with Violin, Guitar and Mandolin.

All you have to do when you note these titles and the artists performing them is to immediately mail an order for good supplies. This is just the type of record that makes a best seller.

Gracie Field's Latest

From "Sing As We Go"

G.22266—"Sing As We Go," 6/8 One Step; "Love (Wonderful Love)" Waltz; Scott Wood and His Orchestra, both with Vocal Choruses.

In "Sing As We Go," these songs are plugged by that inimitable screen comedienne and recording favourite, Gracie Fields. The release of film should create immediate interest in these numbers.

London Piano-Accordeon Band

G.22239—"Two Hearts in Waltz-Time" (from film), with Vocal Chorus; "Irela," (from film "Evensong"), with Vocal Chorus.

"Irela" is the theme song of "Evensong," the British-Gaumont film that was banned by the Censor, but released later by the Appeal Board. It features Browning Mummery and Evelyn Laye and is said to be based on incidents in the life of the late Dame Nellie Melba.

"His Master's Voice" Records

Another New Jimmie Rodgers Record

EA.1399—"Jimmie The Kid," with Guitars and String Bass Accomp.; "My Blue Eyed Jane," with Orchestral Accompaniment; Jimmie Rodgers Singing and Yodelling.

Another new Jimmie Rodgers record to add to the already long list of his successes. Dealers know by now that they can recommend Jimmie Rodgers' records with confidence, so place your orders right away!

An Easy Winner?



J. M. PRENTICE, as the Cartoonist sees him

Ugly Man Competition

2UW is joining in wholeheartedly in the Legacy Club's search for the Ugly Man and has nominated "Uncle" Jack Prentice, who is competing against ten other members of the Club for the honour of topping the poll, and thus adding a substantial sum to the funds in aid of the children of those soldiers and sailors who died in the war. Those who gain so much pleasure from 2UW's sporting and other broadcasts might well show their appreciation by making a levy at their bridge parties, golf clubs and picnics. Every penny secures a vote in favour of "Uncle" Jack. A barometer is being made, and will be installed at the

weekly Legacy luncheons held at the Carlton Hotel every Thursday at 1 p.m. The winner of the competition will be announced on the night of the Legacy Club Ball which will be held at the Sydney Town Hall on February 25th and which will mark the first official appearance of Brigadier-General Sir Alexander Hore-Ruthven, V.C., as Governor of N.S.W. The Governor elect is a life member of the Legacy Club, and a keen worker in its interests. Those who care to subscribe their pennies should forward them to 2UW, 49 Market Street, stating that the sum is for the Ugly Man Competition.

Broadcast Gossip

ARRANGEMENTS have been made between 3DB and the Vacuum Oil Co. Pty. Ltd. to broadcast an adaptation of the old English story of "Robin Hood," from 3DB twice weekly, commencing on January 29. The transcription is a very colourful and interesting one and should be a star attraction from the station.

Believing that selling features is a better proposition than selling space 3UZ are concentrating their selling forces in this direction. Mr. Martin Morris has been appointed special representative to handle this aspect of the programmes. Mr. Morris has had experience of feature selling in the United States and should prove a useful acquisition to 3UZ.

Mr. W. Elsum, 3AK's Advertising Representative, was hors de combat with a broken thumb last week. Unfortunately, the "catastrophe" happened at the same time as his chief, Mr. G. F. Palmer was in Sydney, so 3AK's selling force carried on its reputation only, for a day or so.

"The Trial of Phyllis Dale" is the title of an ambitious dramatic serial that will broadcast under the sponsorship of the "Listener In" from 3DB, commencing on February 4. The serial which will extend over four nights, deals with the trial of a Toorak society girl who is charged with the murder of her lover. Much of the authentic atmosphere of the criminal court will be broadcast, and it is proposed to keep very close to actual fact. The studio staff are being augmented by experienced outside actors and actresses. The audience will be the jury and prizes will be offered for the best reasoned verdict.

"Radio advertising undertaken by the Hobart City Council in Melbourne, has proved successful. The number of people who call and mention that they have heard the broadcast messages has been considerable. There is little doubt that the campaign has greatly increased interest in travel in Australia." So wrote L. S. Bruce, Manager of the Tasmanian Government Tourist Bureau in connection with the recent publicity broadcast from 3UZ.

Liberal gifts are offered in a competition among the members of the 3DB Smile-Away Club. They range from a yearly railway ticket to a permanent wave for a family of four. In one of the competitions listeners are asked to judge the number of stitches made by a sewing machine operated in front of the microphone.

The genial voice of "Uncle George" (Mr. Ernest Trotman) is no longer heard from 3UZ. Mr. Trotman has gone on an extended health tour, his place meanwhile being taken by Mr. Frank Jenkin and his band of entertainers. Children of all ages are catered for and the session is instructive, interesting and entertaining. A good place to make advertising suggestions.

New Accounts

3DB Melbourne. Lady Talbot Milk Supply Co., sponsoring a competition every Wednesday night. Copy prepared by 3DB. No agency.

WHY?

A correspondent writes: "Some nights ago I settled down in quiet comfort to listen to some country stations, and developed the usual enthusiastic state of mind as the faint signals first came in and I built them up to audible strength. But one thing struck me as very peculiar. I refer to the apparent reluctance some stations have to give their call sign. I tuned in one, for instance and waited expectantly for the end of the record that was being played. I motioned the family to silence. The record finished, another one commenced and a good twenty minutes later I gave up in despair, and found another station. Is there any reason for this neglect on the part of the announcer to mention what station he was announcing?"

The writer's comment is not new to us, although it is hardly necessary to announce the Station's name after each number it is true that some stations allow too long to elapse before giving call signs.

DRAMA POPULAR IN W.A.

Radio drama is moving up into considerable popularity with West Aust. listeners. Two sponsors are broadcasting drama programmes weekly. Cox Bros. (Aust.) Ltd. have just completed a Wild Western Thriller, "The Black Ghost." This ran through twenty-six programmes and was heard every Tuesday and Thursday night from Station 6ML—W.A. Broadcasters Ltd. Cox Bros. have replaced this programme with a further dramatic presentation, "Do You Believe in Ghosts?" a series of thrilling, gripping ghost stories.

Another programme on the same Station is that of the Vacuum Oil Company who are sponsoring a series of presentations under the title of "Diamond Dramas."

These programmes are building large audiences.

Other Musical Transcriptions

A further very good sponsored programme which has just completed a thirteen week series is the "Romance of Music" feature with Donald Novis and the Jan Rubini Ensemble. This was under the sponsorship of The British Australian Lead Manufacturers and Australasian United Paint Co.

Pinto Pete and His Ranch Boys have been on the air on Monday, Tuesday and Wednesday evenings each week from 6ML for some considerable time now and are still providing the entertainment for the "Rinso" programme.

EDUCATORS DROP PLEA

A virtual "about-face" in the attitude of Educational Groups which have urged Government operation of broadcasting in the United States was revealed at the "25%" hearings before the Broadcast Division of the Federal Communications Commission during the first week of October, as more than a score of witnesses, ostensibly appearing in general endorsement of class allocations of facilities, presented the first half of the case.

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

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DEPARTMENT STORES

Crumbs or a Slice?

By MARGARET FITZGERALD

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

Responsibility is Station's to Sell Itself as a Medium; Store and Station ignorant of Other's Problems.

(The second of Miss Fitzgerald's articles has a particular interest for advertising managers of broadcasting stations.—Ed.)

ARE RADIO stations going to wait for department stores to buy radio, or are they going to do a selling job? When are they going to begin? What convincing methods are they going to use? It seems to me that radio is going to remain a "secondary" medium in the eyes of the average department store until the store itself is sold on proving to its own satisfaction that radio ranks second to none in importance!

If radio is potentially a medium of prime importance for department stores, then it should be presented and sold as such by salesmen who have confidence in it, by salesmen who aren't satisfied to sell radio as a "fill-in" for a fraction-of-a-per cent. of the store's advertising expenditures. Radio stations may, some day, have the courage to say, "No thanks—keep your small change—wait till you're ready to give the air a fair and impartial trial of sufficient duration to prove something." When they're offered scraps from the advertising table in the form of anniversary sale announcements used once or a few times a year. When they do, the jolt may prove to be the eye-opener that's needed.

Analysis of Radio Use

IF WE TAKE a look at the latest analysis of publicity expense (for the year 1933) we find that only six out of 32 stores are consistent users of the etherways in the Under One Million Volume Group; the One to Two Million Group makes a better showing with 17 stores out of 37 on the air; the Two to Five Million Group drops back to a lower percentage of radio users; and the Over Five Million Group as a whole evinced not the least interest in broadcasting.

The few stores who do use the air admitted that radio is but an occasional medium—maybe a month before Christmas or a few spot announcements or a tie-up with store-wide sales or on some special occasion. Nothing consistent, no definite plan, nothing to write home about! Not even enough interest to find out what this medium that still smacks of the miraculous can do. If these stores were doing "capacity" business one could understand this apathy, but there hasn't been a Standing Room Only sign in a department store for goodness knows how long. It seems to me that radio has

been so busy selling the big fellows who can buy transcontinentals and chains that they've failed to sell the home folks—the department stores!

Sales Technique Differs

OF COURSE, there's a different selling technique involved. The agency does not enter the picture—at least not at first, since the average store is not accustomed to dealing through an agency. The average station salesman isn't used to dealing with anyone but an agency representative. Take away the agency "inbetween" and the sales man is at sea!

The get-together of an advertising manager and a radio salesman is somewhat strained. They are not on terms of easy intimacy. Neither quite understands the other's problems. The advertising manager vaguely senses that he shouldn't blind himself to something new (yes sir—radio is still "new" to most stores), so he listens politely and says that well, yes, when times get better, the store may try to budget a few dollars to try out broadcasting for a few months. And the radio salesman (who is sure that radio can do something for department stores but he's not quite sure just what) says, "Well, sir, the air's a great medium. Look what it's done for cigarette sales," and the A.M. counters with "but those fellows are selling nationally and

(Concluded on page 2)

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