

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.

BROADCASTING BUSINESS

January 25th, 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. 18

FRIDAY

FEB. 1, 1935.

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

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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DEPT. STORE CRUMBS OR
A SLICE?—(Cont. from p. 1)

just one product," and the R.S. comes back with a snappy, "Well, I'd like to call on you again sometime to discuss the matter further."

It simmers down to this: The average store doesn't really know enough about radio to know what to buy, and the radio stations don't know enough about department stores (and their real or fancied peculiarities) to know what to sell. In most instances it will be up to the seller to peddle his wares, and until radio salesmen know both the questions and the answers the picture will remain just about as is of the fiscal year of 1933.

Seventy-three times as many dollars for newspaper space as for radio, that's the way it stands now with the average large department store! Certainly to-day's picture looks as if it's "crumbs" for broadcasting, and in my estimation it's going to be crumbs until the radio seller knows what the department store advertising manager has on his mind—and changes his selling tactics accordingly!

(Miss Fitzgerald's third article will appear next week).

A PROSPECT?

65 William Street,
Melbourne, Vic.
22/1/35.

The Editor,
"Broadcasting Business,"
SYDNEY.

Dear Sir,

We have perused the various issues of your publication "Broadcasting Business" with interest.

As this Company is not a user of radio time, we are not in a position to indicate our own experience of its value, but we have no doubt that radio correctly used as a goodwill supplement to an extensive Victorian or national advertising campaign can be quite a potent medium.

As far as your supplement "Broadcasting Business" is concerned, we must compliment you upon its concise newsiness; the only thing the writer has read which appealed to him as much is the Radio Section of the American Weekly "Variety," which deals fully with the commercial broadcasting angle and criticises the various sessions. This establishes and sustains a consistently good and entertaining type of programme in the U.S.A.

Perhaps "Broadcasting Business" could render a similar service to the purchasers of radio time in this country.

With best wishes for your success in 1935.

Yours faithfully,
Commonwealth Fertilisers & Chemicals
Ltd.,

G. Wylie,
Secretary.

Radio Entertainment in
ADVERTISING

An Advertising Manager's Reflections

By S. Tyrrell Coan

CAPTURING business with radio music . . . what an interesting way to do it. And what opportunities for the artist!

The "sponsored" programme has entered the Radio field to stay . . . as firmly here as in the U.S.A., and it has opened up new possibilities for entertainers of all types, particularly the musician.

Advertisers who have pioneered the special session idea in such a promising way have received fullest support from the broadcasting organisations, and it is to the great credit of both, and to the appreciation of the listening public that entertaining, itself, has improved in general tone to its present high level.

We now, listen not only to the very best recording, but to "flesh-and-blood" bands and artists whose numbers are comfortably interspersed with advertising announcements.

As the finer records from overseas are so eagerly welcomed here, it should be the work of our broadcasting organisations to see that the great listening public and those of it who are potential buyers, are given the opportunity to show their appreciation of local flesh-and-blood entertainment of a standard equal to the imported records, and if possible, better.

Experience has demonstrated that the real plan of a sponsored programme falls down if the entertainment is unsuitable, poor, or lacks co-ordination. . . The music should be as carefully selected as a menu and it should be remembered that radio stations can be graded or divided into various classes, each with its particular type of listener . . . and by type I mean individuals with or without appreciation and understanding of respective types of music. Listeners should not be treated consistently to a course of fare which, because of its effect on the musical "palate," might give them mental indigestion. Nor should they be starved by poor or mediocre quality entertainment.

The casting of such programmes is the job for an expert . . . an accurate judge of public taste who knows his audience. And the main principle must be ever before him . . . that the client expects to sell his goods through the announcements.

Further, the arrangements and success of a radio entertainment for advertising purposes depends not only upon the factors mentioned, but greatly upon the station announcer, as he is the final medium

of introduction. If the sales announcements are cold and disinterested . . . if they are not spontaneous and attractive . . . if they are not made by responsible people with an understanding of the subject . . . listeners will respond in a similar attitude and will not only tune out the talks but will not wait for music or anything else.

It is obvious therefore that great care must be taken firstly in the selection of a musical presentation appropriate to the advertising, the station and the listeners, and secondly that the session be in charge of those correspondingly appropriate in personality, to ensure that every minute of the programme will be used to the greatest advantage.

MARY GILMORE AT 2KY

Frequently, when worries and cares threaten to oppress us, we feel the need of a confidant, a sympathetic adviser—someone to whom we can unburden our minds with the assurance that the secrets of our innermost selves will not be divulged; someone, who will readily understand, and who will proffer the best advice on surmounting these besetting difficulties.

It is in this capacity that the services of Mrs. Mary Gilmore, Australia's brilliant authoress, have been engaged by Station 2KY. Commencing from Thursday next at 2 p.m., Mrs. Gilmore will conduct a half-hour session weekly, and all listeners who are beset with some of the many and varying forms of "Life's Difficulties" are invited to seek the advice of this notable authority.

This session is sponsored by BUCKINGHAM'S LTD., Oxford Street.

On February 6th, the 2KY Players will give a repeat performance of "The Eccentric Suitor," a 1-Act Comedy by E. Esme Williams. This play was first produced a few weeks ago, and so great was the appreciation accorded it that the 2KY players decided to meet the requests of the listeners and give a repeat performance. "The Eccentric Suitor" is full of comical situations and exciting incidents for which a goat is responsible. Results of "Radio-Play" Competition No. 4 will be announced at completion of this presentation. Last week's winner was Miss E. E. Moore, Florence Street, Hornsby.

THE REALITY OF THE
ANNOUNCER

Chatting with Mr. Si Meredith of 2UE, the conversation turned upon the question of whether the public accept the announcer as a living personality, or not, and Mr. Meredith told an interesting story touching on this.

It transpired that he had a visit from an elderly woman who, for many years, had been suffering from a complaint which had given doctors a great deal of trouble, and which, apparently, had reached the incurable stage. In the process of putting over his advertising announcements, Mr. Meredith had occasion to refer to an advertised proprietary medicine of the more ethical type, amongst the claims for which was its ability to have a beneficial affect upon the trouble from which the woman in question was suffering.



MR. SI MEREDITH

Somewhat against her better judgment, and without any real hope of success, the listener decided to try the product. As a result of it, her symptoms disappeared, and she came in person to thank Uncle Si for the degree of personal conviction which he put into his advertising talk.

She was quite frank in her explanation that she obtained the advertised line only because she was persuaded by the announcement, and her action was more emotional than planned.

This episode is rather a good example of the biggest distinction between newspaper and radio advertising. The latter is able to convey reality, which is almost impossible in cold type. It speaks well, too, for the spontaneity of manner of station announcers.

MCGINTY TO BE
RELAYED

So popular have the 4BC McGinty Sessions become, that the sponsors, Woulfe & Sons, Tailors, Brisbane, have decided to go further afield, and have made provision for Station 4BC to relay the bi-weekly broadcasts on Monday and Wednesday at 8.30 p.m., to Associate Station, 4GR Toowoomba, for the benefit of that Station's large audience on the Downs. Faith an' it's a grand toime they'll be havin', so it will!

How Radio Programmes
are Merchandised

A Study of what Fifty Advertisers have done

By Bernard A. Grimes.

Mr. Grimes' articles are always interesting, and the information he gives in this article, arising out of American radio merchandising experiences, will repay study by Australian business men. Sales promotional links with radio are not sufficiently used.

INQUIRIES indicate a strong desire on the part of advertisers for information on two phases of radio advertising. First, they want to know what kinds of promotion should be put behind programmes; second what methods are recommended for merchandising the programme at the point of sale. Fifty advertisers have co-operated in supplying information for a survey. A summary of the data is outstanding on one significant point; Dealer-help material for use at the point of sale is provided to a lesser degree than might be expected. Such merchandising helps as are furnished run largely to window streamers, by far the most popular help offered.

Most promotion is done when programmes are given their initial broadcasts. The campaign is news. As novelty wears off, promotion of the programme drops and the campaign is left to work out its own destiny with surprisingly little support. This attitude holds, despite attempts to impress upon advertisers the value of effecting the tie-ins used with other advertising.

If radio advertising is going to be just "radio advertising" minus these usual "reminders" in the store window or on the store counter, it is going to be nothing more than a good-will medium. There is a huge gap to be bridged between the night that a programme is heard and the next day when the consumer is standing at the sales counter.

The very evident lack of programme advertising and merchandising has its contrasting exceptions. These are found in the campaigns of a comparatively few advertisers who are doing a real job of turning every possible opportunity to account. They use not one or two but many of the methods listed below. This list of twenty-four ways, summarises what fifty advertisers are doing.

1. Magazine Advertising

Most advertisers using radio carry incidental reference to their programmes in their general periodical copy. One advertiser states that no reference is included because inclusion of a reference would throw a distractive thought in the copy message. An example of featuring

a broadcast was a double-page spread of the Century Boat Company. Illustration showed boats taking to the air from the water. Copy announced a contest and listed the five stations used.

2. Newspaper Advertising

Some advertisers carry incidental mention in their newspaper advertising. Newspaper space is popular for introductory announcements of programmes at their inception, as witness the large space taken to announce a change in the Camel Hour. Out of a total of fifty replies, eight advertisers report either incidental reference to or a featuring of the programme.

3. Business Papers

Here there is evident a keen realisation of the value of programme merchandising. Seventeen advertisers report a tie-up with business papers, many using space to feature the broadcast. One advertiser who discontinued mention in business papers states as the reason: "Our present programme does not extend to the Pacific Coast and we dislike to flaunt that fact in the face of our good friends and dealers on the Coast."

Business-paper copy urges dealers and sometimes their families to listen in, describes and offers tie-up material, describes the sales influence of the programme, urges dealers to act to cash in on the goodwill being created.

4. Letters

Every radio programme is supported by direct mail in some form, from a few letters to complete campaigns of broadsides, booklets and house magazines devoted just to radio. Letters are used as follows:

To salesmen. (Announcing the radio programme, instructions on how to line up the trade, how to use tie-in material.)
To retailers.
To dealers.
To listeners.
To shareholders.

When the dealer is addressed, letters emphasise character of campaign, extent, opportunity offered, and what dealer must do to capitalise this opportunity and how the advertiser is ready to help him do it.

(Continued on page 4)

How Radio Programmes Are Merchandised

(Continued from page 3)

Letters should be careful to specify the time of broadcast and the stations over which it may be heard. They may announce the programme and keep interest stimulated by giving news of new developments and reporting on results of the programme in times of sales and effective tie-up by the trade.

Two major purposes are assigned to letters: First, their use as announcements and, second, their use to encourage and effect dealer tie-up through adequate stocking and display of goods, advertising and use of dealer-help material.

5. Broadside

A broadside of the Armstrong Cork Company furnished a good example of programme information and tie-up stimulant.

Page one tells of the radio programme. It carries two broadcasting studio pictures and a reproduction of the Quaker Girl. It also lists the stations in the coast-to-coast network.

Page two shows a specimen window of fall patterns to be talked about in the programmes and advertised in magazines. This specimen window, it is explained, will be part of the Armstrong magazine copy. The specimen also shows how the dealer can use the window card announcing the radio programme. This page shows also a kit of dealer display material.

On the third page, the contents of the kit are illustrated. Included are an invitation folder, and a radio banner, 54 by 39 inches.

6. Booklets

These may be prepared especially for the trade or for distribution to consumers direct or through the trade. They may carry reference to the programme or they may be devoted to the programme primarily.

Folders, as distinctive from booklets, are a more effective all-round contribution, as a unit in programme promotion and tie-up. These may be used as envelope stuffers in correspondence with salesmen, dealers and consumers. They may announce matters of timeliness such as the addition of new stations and changes effected by daylight-saving schedules. Where a form letter might do, folders may be preferable for their illustrative possibilities.

7. Postcards

These are frequently used to acknowledge fan mail. They may also carry news to salesmen, to dealers or listeners.

8. Blotters

Text or illustration may feature some phase of the programme or its radio characters. Also used for announcement and reminder messages.

9. Programme Bulletins

W. P. Fuller & Co., San Francisco, advise dealers regarding the subject matter for each day's programme at least one week in advance. At the same time, a

supply of tie-up material is sent to each dealer.

TRUE STORY mails a monthly radio log to its list of radio listeners. The log briefly sketches the itinerary of its radio characters.

10. House Magazines

Frequently used to take members of the sales and dealer organisation behind the scenes in radio. Illustrations of programme performers, of dealer-help material available and as put to use by the trade, news items, notes on contests, reprints of fan mail—these are but a few contents features.

In some instances, advertisers have started house magazines solely as a supplementary tie-up and follow-through for their radio activities. An example is "The Sign of the Spectrum" issued in newspaper form and sent to 25,000 dealers and salesmen of the six companies participating in the Allied Quality Group programme.

11. Novelties

Campbell Soup strikes a "natural" with its offer to send a set of Campbell Kid place cards and bridge tallies. These are colourful reproductions of doings of the "Kids." After their use, it is suggested that the cards be turned over to the children for doll cut-outs.

12. Enlarged Telegrams and Radiograms

Used to announce a new broadcast, or carry timely news of some feature or change in an established programme.

13. Counter Displays

Ingram's Milkweed programme is supported at the point of sale with a display piece which carried this significant headline: "Radio Beauty Feature Sponsored by This Store."

14. Samples

Offers of samples have become very popular. Fuller Brush offers a small brush. Pepsodent introduced its new antiseptic by radio offer and like some other advertisers, drove those who desired it into the dealer's stores to fulfil the stated requirements of enclosing cartons of Pepsodent toothpaste. Adaptation depends upon ingenuity. It is easy for manufacturers of packaged goods to take advantage of this method, but marketers of bulk good also have devised ways of utilising it. For example, when the Graf Zeppelin visited America on one of its voyages, Veedol offered small vials of the product which remained in the supply tanks.

15. Contests

Prize contests are often used to dramatise the programme to the trade and get dealers to display tie-up material. Where the public is encouraged to vie with chance for an automobile as the prize, for example, the trade is quick to see the publicity value of tie-in at the point of sale.

16. Window Displays

Streamers for windows are in the form of window display used by most advertisers. Special radio window cut-outs may feature a display of the product. Halsey, Stuart & Co. furnish a counter display which banks use. This display has pockets on each side which hold reprints of its broadcast investment talks. New reprints are sent each week for insertion in the pockets.

Graybar furnishes cut-outs of its radio characters for display. The Great Northern Railway has displays posted in its ticket windows, informing passengers over what nearby station its programme may be heard.

The Brazilian-American Coffee Roasters Committee supplies cards free to roasters which they in turn imprint with the name of their particular brand and redistribute to retailers for display in store windows.

17. Stickers and Inserts

Stickers may be placed on packaged goods. Lucky Strike uses them on cartons. Somewhat similar in purpose are the printed bands slipped over bottles of milk by National Dairy Products. One soap advertiser issues stickers for attachment to regular hand displays featuring its products at special offers.

Placed in packages, inserts are used to talk to consumers about the programme. Accompanying invoices and correspondence, these inserts feature the programme to the trade. Enclosed with letters to salesmen, they keep the staff posted on new programmes. Some advertisers send inserts along with dividend checks to stimulate the interest of stock-holders.

18. Car Cards

These feature the programme when used. They may be used to carry incidental reference as in magazines and newspaper advertising.

19. "Theatre" Tickets

Coca-Cola, when it first went on the air, issued 3,000,000 tickets to the trade for distribution to the public. These tickets entitled the holder to a "front seat" at home by the radio.

Clicquot Club carries this idea further in the New York territory. Tickets actually reserving a seat at the studio for holders are sent to dealers for distribution to their customers. This idea, which has proved very popular, is, of course, limited to people in the territory of the broadcasting station.

20. Phonograph Records

For reproduction of broadcasts, either sent to dealers or given to salesmen for demonstration purposes.

21. Photographs

Several advertisers send photographs of their radio entertainers to dealers to stimulate interest in broadcasts, also to use for window and counter display.

22. Salesmen's Portfolios

Informative material placed in the portfolio keeps the radio campaign before salesmen. They may be given data on the scope of the programme, interpret its sales influence in terms of coverage in a particular dealer's territory; carry photographs of specimen display tie-ups;

carry copies of letters from the public registering the good-will interest being created and, in various ways, encourage the dealer to make the radio campaign productive at the point of sale.

23. Reprints of Broadcast

This service really comes in the scope of booklets. Because it is a phase of activity peculiar to itself, special classification is made. Where the broadcast is historical or educational in character, a reprint may be the avenue for getting in close touch with the listening public. The fact that some programme features have been published in book form and sold to the public indicates the demand there may be for reprints.

24. Sheet Music

Similar in purpose to reprints of programmes, copies of theme songs may be desired by the public.

This list of twenty-four methods does not exhaust the possibilities of promotional tie-up. It does represent, from the experiences of advertisers who contributed information, the methods that have been found most practical.

No few advertisers, on their first venture into radio, take the position that this medium must be tested on its own strength, without any props or stimulants. If results are satisfactory, the radio campaign continues to go on its own. The attitude is assumed that it has produced. Little or no effort is made to see just how much more can be produced by bringing into play tie-up support at the point of sale.

It is significant that, in the case of one of the popular programmes, the sponsoring advertiser paid practically no attention to tie-up. The programme has continued for some time and that advertiser now is effecting a plan of merchandising co-ordination. His programme is popular and dealers are quick to recognise the publicity value and sales reminding possibilities of display material that arouses familiar recognition when seen by customers.

AN ADVERTISER'S OPINION

Among the many retailers who place faith in radio advertising is Samuel Biber, furrier of Sydney. Mr. Biber has taken a series of sponsored sessions from 2UE and in these is reading portions of a book he has written, "The Romance of Furs," which is at present in the hands of the publishers.

There is only a brief mention of advertising at the beginning and conclusion of each talk.

"If I have my business simply mentioned as a preface to a talk which listeners will enjoy and find informative, then I think that does more good than loading the talk with advertising," says Mr. Biber.

THANKS, RADIO!

Says a Cigarette Advertiser

By M. J. Sheridan, Director of Philip Morris & Co

The success of Philip Morris, an Advertising Drive that used Broadcasting alone and brought big results

PHILIP MORRIS had tried them all. But when Philip Morris wanted to explore new fields and put its product between the lips of more millions, it turned to broadcasting. Result: Another radio success story. Here it is told by Mr. Sheridan. And he knows the story, because he was part of it. Narrated herewith is the account of a limited budget advertising drive that stretched its dollars by placing them where they would do the most good. But let Mr. Sheridan tell it.

I BELIEVE that anyone who has made even a casual study of the current trend in cigarette advertising to-day will grant me one point at the outset: The ideal advertising job is something more than merely the right advertising for a given brand. Before any outstanding cigarette job can be accomplished, the product itself must be right.

Another point will be as quickly conceded, namely, that a cigarette manufacturer who can bring to life a trademark which has 40 years' advertising behind it, who can make the trademark breathe, speak and become a distinct part of national consciousness all within a space of a few months' time, is entitled to see his sales curve rise and keep rising with little if any indication of flattening out soon.

This has been our happy experience with our largest selling brand, Philip Morris. These cigarettes are of the first quality; they are well known to the public, as a result of 40 years of advertising; they offered a fair profit to the retailers because, as I will outline later, their price was reduced from 10 for 25 cents to 20 for 15 cents at an ideal, psychological time in the history of the tobacco industry. The dominating power one particular advertising medium has had in welding this product to the public fancy, constitutes the *raison d'être* of this story.

Only Radio Used

With an advertising campaign based primarily upon a single major medium, radio at relatively small cost, we have pulled Philip Morris sales into fifth place of all 15 cent brands. With this major medium since the advent of the new price of 15 cents straight, sales have shown a definite and substantial month-by-month increase over preceding months. We know how this was accomplished because we knew what we had accomplished with radio when we used it for two other lesser known brands.

In the fall of 1932, we first used radio to advertise another Philip Morris brand. Salesmen reported that they

found tobacco dealers in a receptive frame of mind due to this radio advertising. Thus, although not sensational by any means, this campaign first focussed our attention on the possibilities of advertising by radio.

Shortly after our initial trial of radio, we wanted to introduce Marlboro Cigarettes over the air in Cincinnati. We used a locally built show. It seemed quite popular and definite sales returns were noted. We decided, as a result of the Cincinnati experiences to broaden the scope of our radio activities and subsequently strengthened our Marlboro advertising in Chicago, Boston, and on the Pacific Coast with locally-built shows.

It was by no chance, therefore, that we turned our eyes thoughtfully to network radio when certain conditions within the cigarette industry made speedy decisions for us. A distinct change in marketing 15 cent. popular brands was taking place. The 10 cent brands had placed the 15 cent sellers in a difficult situation. Because of the tremendous demand for the cheaper priced brands, widespread price cutting on 15 cent cigarettes resulted. This price war obviously lessened the popularity of the 15 cent brands among dealers who were experiencing unprecedented reductions in net profits.

In such a situation we recognised a psychological opportunity to push the Philip Morris brand. We believed that if we were to sell Philip Morris cigarettes at 15 cents for 20 (giving full value at this price) instead of 25 cents for 10, we could build a strong consumer demand that would convince any retailer that he had much to gain by maintaining the straight 15 cent price. He would thus be getting away from the cut-throat price war and would have a well-known quality brand to offer at 15 cents.

On a Network

In view of the constantly dropping volume of the leaders, we planned to announce the new price to the trade in

(Continued on page 6)

THANKS, RADIO!

(Continued from page 5)

April 1933. However, due to a tie up between some of the 10 cent. makers and large chain stores becoming effective in January (which gave promise of aggravating still further the price war of the popular brands) we pushed our plans ahead sooner than anticipated. By switching our Marlboro sales force to Philip Morris exclusively, we got the brand started in January 1933.

Our network radio advertising followed several months later. On April 17, we launched a 15 minute campaign over 16 stations, three times a week. Shortly after more stations were added and at the same time the broadcasts were put on a twice a week basis. Then, in September we increased the number of network stations used to 21 and dropped to one programme a week. However, the 15 minute show was stepped-up to half an hour.

The following month the network used was again increased—this time to 25 stations. In January, 1934, the total was 31 stations; in August 32, and recently 57. This last decided increase in the number of outlets was made possible by allocating to radio a considerable portion of our publication advertising budget. In addition to our network advertising, we are now using 20-second spot announcements in certain cities where we have no network coverage.

Most For the Dollar

Because of budget limitations and finding that radio gave us the most intensive coverage per dollar we had to spend, as well as a thoroughly effective coverage, our campaign centred around radio advertising. Since this advertising expenditure for our first year was so moderate against expenditures which run between 15 and 20 millions of dollars annually for competitive brands, it is perfectly obvious that our advertising had an uphill race to win. The fact that our sales record has been so uniquely impressive, therefore, speaks volumes for radio's selling power. The general growth of our network radio advertising also is highly significant when reviewing our advertising budget. With the possible exception of the very beginning of our radio campaign, this budget has always represented a relatively low percentage of our sales volume.

When we decided to do the natural thing—put the breath of life into Johnny, the page boy trademark of Philip Morris cigarettes—we of course had an eye to the publicity, sampling, and all round merchandising possibilities which this long established trademark would afford us in the new medium. Johnny's record in establishing the "Call for Philip Morris" slogan throughout the country has been amazing. As a "by product" if I may call it that, his work in personal appearances and sampling has enhanced his direct contribution to Philip Morris' air advertising. Johnny's development on the air has created nation-wide demands to meet the diminutive walking trademark.

In his street clothes Johnny is simply a little boy. When dressed in the uniform (and he is never out on business unless he is thus attired) he is a living trademark, a nationally famous radio figure. In other words, radio has made more famous an already famous slogan and uniform.

A year ago sales of Philip Morris cigarettes were almost negligible in comparison with the 15 cent leaders. To-day, however, Philip Morris is the fifth largest selling brand and continues to show substantial gains each month over the preceding month. Since the first of January, 1933 this cigarette has shown a substantial increase ranging from 10 per cent. to 25 per cent. over the immediately preceding month. Some months have run as high as 60 per cent. increase. By May 1934, for instance, 1934 sales had exceeded all those for all of 1933.

The fact that this increase was steady from month to month probably establishes some kind of record for it indicates an amazing and immediate reaction that is most unusual in the marketing of any cigarette. Comparatively speaking, getting dealers to stock a new brand is not difficult. Initial sales on a newly introduced cigarette might look rather high on the books, whereas consumer sales might be far from rosy. For a more accurate picture the manufacturer would have to wait a period of months to see how his dealers reorder.

Thus it is particularly impressive when dealers' sales figures are enlarged immediately in the following months. This indicates that the dealers are selling their original stock and are reordering. In other words, the sales curve of even a successful cigarette usually shows a dip at the beginning. The significant part of the Philip Morris experience therefore is the fact that the sales curve steadily increased from the start. Checking at all strategic points has not indicated to us any signs of saturation or anything near it.

Secrets of Success

To What do I attribute Philip Morris' success? There are half a dozen or more definite reasons. Our product is basically sound. We launched the new price at a perfectly timed moment in cigarette history. And our advertising contains unusual naturalness, featuring, as it does now, the living, breathing, speaking trademark of Johnny, the page boy.

The sales organisation has broad acquaintanceship in the tobacco industry. Each salesman brings a tremendous amount of good will to the sale of the new Philip Morris. Each is well versed in cigarette selling technique and throws every ounce of additional assistance behind the brand.

Could we have accomplished what we have, with or without radio, had our product not been of proven quality and possessing an established name? My answer is NO. Our radio campaign made an already established quality product

February 1st, 1935

more quickly known to more smokers. No other advertising medium costing the same, in my opinion, could possibly have accomplished this for us in the short space of time we have been using network radio advertising.

The Power of Radio

I suppose that my reason for Philip Morris' success, in the final analysis, can be boiled down to three basic ones: Our foreseeing the need of a 15 cent cigarette that gives the retailer a real profit, and at the same time protects him at this price against the price cutter; establishing this protection by leading customers into retailers' shops to ask for Philip Morris cigarettes by name, and our use of radio to furnish this brand with a vibrant living trademark.

Beyond the talking trademark angle which radio afforded us, I personally consider radio an advertising medium of major power. All I have to do is to recall other phenomenal successes than our own. Radio has enabled us to bring our printed message to life. Not for a minute, however, do I want to forget what our printed advertising has accomplished before we introduced Philip Morris to its comparatively new, audible, advertising cousin.

Radio's power is comparable to colour pages versus black and white. We prefer "Colour" or every plus we can secure for the Philip Morris story. Radio has demonstrated its power to us by delivering every one of our messages to millions of listeners who will some day (if they already have not) become Philip Morris smokers. The final point I'm going to mention is vital to us because of our policy of moderate advertising appropriations: Radio has demonstrated an economy in cost unequalled by any other major advertising medium—and, we have used them all.

NEW ACCOUNTS

Arrangements have been made for 3DB to relay from 2GB Sydney a half-hour dramatic programme on Monday evenings on behalf of "Shinoleum" (Paget). 3AW has made arrangements to relay a similar programme for the same clients on Thursday evenings.

Manufacturers of "Kleenbath" from 3AW three nights weekly in the Children's Session. Account through C. S. Marks.

NO LISTENER'S LICENCE

In the Brisbane Summons Court last week, Thomas J. Vyse, of Mascot Flats, Bowen Hills, Brisbane, was fined £2 with 6/- costs for owning a wireless sets with no licence.

The following were fined £2 with 6/- costs for using a set without a licence:—H. H. Vines, of Light Street, Bowen Hills; Marion Julia Weaver, of Ferndale, Villiers Street, New Farm; Robert Willdon Dyne, of Spring Street, Fortitude Valley and Claude Barron, corner of Thondley Street and Lutwyche Road, Windsor.

February 1st, 1935

REDUCED LICENCE FEES ARE ADVOCATED

LAST week in Melbourne the President of the Progressive Housewives' Association of N.S.W. (Miss Portia Geach) and the President of the Housewives' Association of Victoria (Mrs. W. Thomas) with the secretary of the Victorian Association (Miss Rachel Robinson) waited on the Post Master General (Senator McLachlan) with a view to seeking a reduction of country wireless licence fees from £1/1- to 10/6.

Miss Robinson said that country people did not receive full value for their licence fee. "Their sets are frequently more expensive," she said, "and reception almost impossible. Great freight charges make battery sets very costly. Yet country folk need wireless more than people in the city." Senator McLachlan expressed sympathy with the request for a reduced licence fee, and promised to bring the matter before cabinet.

Talking to a country dealer last week we ascertained that for the past many weeks reception in the northern part of New South Wales had been almost impossible day or night. This man said that metropolitan dealers did not appreciate what they had to sell in the excellent reception they got in the city areas. This statement from a man long experienced in radio added to the representations made by the housewives to the Post Master General bring home to us the very rough deal the country people get in regard to radio. Not only are they charged about the same as the metropolitan people, but they are deprived of essential services. If the Government would erect two or three long wave stations throughout Australia, particularly on the eastern portion they would give a twenty-four hours service. On the other hand if they were to hurry up their development of the medium wave stations they may provide some partial solution.

The reduction of the licence fee from £1/1- to 10/6 also brings back the question as to whether the government have any right to charge a licence fee at all. This Journal is of the opinion, that under the Commonwealth Constitution Act the Federal Government have no right to charge a fee, but from all appearances it will cost a lot of money for any individual to prove it.

Several prominent broadcasting and radio manufacturing executives, when spoken to on this matter, tell you that although they agree that there was probably no authority for the Federal Government to charge a licence fee under the Constitution, nevertheless if the licence fee was abolished, what system would be employed. To that one might reply, that if the various national stations were sold to individual companies as individual commercial B class stations and the licence fee abolished there would be a better system of broadcasting throughout Australia. But then what about State Rights?

Notes from the States

This Week's Mail

BY this week's mail comes news that the broadcast industry in America anticipates a record year. They claim that broadcast advertising is the first of all advertising media to emerge from the depression, and has, in consequence, enjoyed a record volume of business. This seems to indicate that 1935 may carry broadcast radio time sales up to the \$100,000,000 mark.

This conclusion is based on early trade summaries, and on the tenor of the annual symposium on prospects for the New Year published in the American Broadcasting press.

Whereas 1934 saw a radio advertising expenditure of approximately \$75,000,000, of which about \$42,000,000 represented incomes of the major networks, the predictions for 1935 forecast an increased volume approaching 25%, conservatively estimated. Of this, probably the bulk will be in the network field, but spot broadcasting coming more and more into favour by virtue of public acceptance of transcriptions, seems likely to enjoy an increase of from 15 to 20 per cent.

Radio circulation has been increased notably by the sale of some 4,700,000 sets during the last calendar year, with a total of 19,000,000 receivers in American homes. Thus, using the multiplier of 4.1 listeners to the average set, designated as standard by the U.S. Census Bureau, a maximum radio audience of approximately 80,000,000 is indicated.

Some 2,000,000 auto receivers in use also, have opened new radio frontiers which are destined to prove productive for programme sponsors.

Network Revenues of 1934

Gross network revenues for the National Broadcasting Company (N.B.C.) for 1933, totalled \$21,452,732 compared to 1934, which reached the estimated figures of \$28,000,000, which is an estimated increase of 30.5 per cent.

The Columbia Broadcasting System (C.B.S.) is reported to have totalled \$10,063,566 in 1933, as against \$14,851,758 in 1934, an increase of 47.6 per cent., both estimated.

Radio's Right Decision Upheld

In a revolutionary opinion permitting unrestricted broadcasting of news over radio stations once it is published in newspapers, Federal District Judge, John C. Bowen of the United States District Court in Seattle, on December 18, dismissed the suit of the Associated Press against K.V.O.S., Bellingham, Wash., in which the Press Association had alleged "pirating" of its news despatched by the station from A. P. member newspapers published in the States.

Canadian Station

The New Year starts with a new Canadian Radio Commission Station at Windsor, Ontario, opposite Detroit, ready for operation on 600 K.C. with 1,000 watts daytime and 500 watts in the evening. CRCW, the call letters of the new station, will operate in the same building as CKLW, joint engineers being in charge of both transmitters.

CKSO, a new 1,000 watt station at Sudbury, where the rich nickel mines of Northern Ontario are located, is scheduled to open soon on 780 K.C.

Objectionable Advertising Removed

Highly beneficial results are being achieved in the elimination of obviously false and misleading advertising from radio programmes, by the Federal Trade Commission in U.S.A., as a result of the survey of radio advertising continuities inaugurated last summer by the Federal Trade Commission in enlarging its campaign against such advertising matter in newspapers and magazines.

It is disclosed that only 12% of the 183,000 continuities received during the first call by the Board from the industry had been set aside for further examination of the preliminary review, the balance having been passed over as entirely proper.

Enquiry Into Audience Survey

A comprehensive study of all available methods of audience and coverage surveys, with a view to devising a plan for an independent audit bureau for radio, to be maintained jointly in the interests of advertisers, agencies and broadcasters, has been launched by the special Committee of five of the National Association of Broadcasters in U.S.A., under procedure approved at its first meeting in New York last month.

It was confidently expected that sufficient headway will be made within a month to justify joint sessions with the A.N.A. and A.A.A.A. If the various interests can agree on the one basic point of the establishment of the Independent Bureau, then the actual work of organisation and detail of setting up of an auditing system, can be worked out by the proposed Bureau itself, when the matter proceeds.

"PINTO PETE"

During the past six months this popular "Rinso" programme over 6ML has built up a big following, and the news that the series is to continue was widely welcomed.

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."

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

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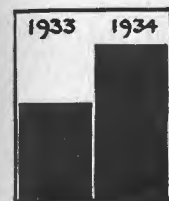
FRIDAY

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)

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