

Broadcast Advertising in Asia,
Africa, Australia and Oceania.

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**BROADCAST ADVERTISING IN ASIA
AFRICA, AUSTRALIA
AND OCEANIA**



Trade Information Bulletin No. 799

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON: 1932

FOREWORD

This is the third of a series of bulletins answering some of the questions with respect to the feasibility of employing radio as an advertising medium for American products in foreign lands. In certain countries commercial broadcasting is definitely prohibited; in others the restrictions upon owners of radio sets are such as to discourage their general use. In most countries existing regulations are, with a few exceptions, unfavorable to the development of commercial broadcasting.

The brief country-by-country outline presented herewith gives the status of commercial broadcasting in scattered countries of Asia, Africa, Australia, and Oceania at the middle of 1931. This issue completes the bureau's survey of commercial broadcasting, two bulletins having already been published, one covering the Western Hemisphere, except the United States and Canada (Broadcast Advertising in Latin America, Trade Information Bulletin No. 771) and the other covering European countries, except Soviet Russia (Broadcast Advertising in Europe, Trade Information Bulletin No. 787).

This bulletin, issued jointly by the electrical equipment and specialties divisions of the Bureau of Foreign and Domestic Commerce, was compiled by E. D. Schutrumpf of the latter division from reports submitted by the foreign representatives of the Department of Commerce and Department of State. The electrical equipment division has a wide variety of information available on foreign markets for radio equipment.

FREDERICK M. FEIKER,
Director, Bureau of Foreign and Domestic Commerce.

MAY, 1932.

BROADCAST ADVERTISING IN ASIA, AFRICA, AUSTRALIA, AND OCEANIA

INTRODUCTION

Radio broadcasting in Asia, Africa, Australia, and Oceania is, with few exceptions, under direct governmental control, and regulations are in effect for most countries. The tax or license fee for receiver-set ownership is in general practice.

While several countries have made considerable progress in radio development, commercial broadcasting is not generally favored. Of the countries permitting such advertising, only Australia and the Union of South Africa are making noticeable progress, and these have profited by the interest of their Governments in promoting broadcasting. China has been retarded by the Government's attitude, but efforts are being made toward a better relation between radio interests and the Government. Activities at this time are at a minimum, owing to unsettled conditions. Although radio has been limited in Egypt by the Government's failure to provide regulations for broadcasting, it has proved very popular.

Each of the countries permitting commercial broadcasting must be considered separately because of varying facilities and possibilities for the promotion of American products. As a whole, there are definite limitations in these countries because ownership of receivers is, with one or two exceptions, confined to a very small portion of the population, and because of the restrictions regarding types of programs and time limits for broadcast advertising. Such broadcasting in the countries involved, however, encounters problems practically identical with those affecting other types of advertising, such as language, prejudices, differences in buying habits, etc., discussion of which appears in the following pages.

While the information in this bulletin was gleaned largely by firsthand contact and observation by the foreign representatives of the Department of Commerce and Department of State in the summer of 1931, it can not be considered complete and final. It should prove of value of American firms that would consider radio as a medium with a more personal touch to add to their advertising campaigns. In most cases the rates have been furnished by the station managers, but no responsibility can be assumed by the Department of Commerce for their accuracy.

ASIA

CHINA

The conditions under which commercial broadcasting is carried on within the territory that the world calls China are so varied that the following text is arranged to treat separately Manchuria, North China, and South China. There have been no reports indicating that any of the stations discussed have been shut down in recent weeks owing to the political and military troubles in the Far East.

MANCHURIA

By Assistant Trade Commissioner C. E. Christopherson, Mukden

There are only two broadcasting stations in Manchuria which accept commercial advertising. These are the Northeast Radio, Liaoning broadcasting station at Mukden, call letters COMK, wave length 410 meters, power 2,000 watts, and the Northeast Radio Harbin broadcasting station at Harbin, call letters COHB, 445 meters, 1,000 watts. The officials of the Mukden station also control the Harbin station.

There is also a broadcasting station at Dairen, call letters JQAK, but it does not accept commercial advertising. It is owned and operated by the bureau of communications of the Kwantung Government and hence under Japanese supervision.

Practically no commercial advertising has actually been accepted by the Mukden station as yet, but a schedule of rates has been adopted. Rates are charged by the word, 40 words being the standard unit and 70 words the maximum. The following rates are for broadcasting once each evening: 40 words, one day, Mex. \$1; one week, Mex. \$6; half a month, Mex. \$11; one month, Mex. \$20; 70 words, one day, Mex. \$1.50; one week, Mex. \$9; half a month, Mex. \$17; and one month, Mex. \$32. (Mexican \$1 equals \$0.23 in United States currency.) For an extra broadcast during the day there is an additional charge of one-half the above rate.

Station COHB at Harbin quotes the following rates, in Mexican dollars:

Item	Advertising ¹		Records ² —1 record	
	For 10 words	For 1 minute	Talking	Music
One time.....	5.00	25.00	15.00	1.50
One week.....	25.00	150.00	80.00	10.50
15 days.....	40.00	275.00	125.00	22.50
One month.....	75.00	500.00	200.00	45.00

¹ Rate is increased 50 per cent for the second 10 words and 25 per cent for each additional 10 words above 20. Advertisements may be in Chinese, Russian, English, or French.

² Records are announced by the COHB announcer.

Some local talent is probably available for station COMK, but as none has yet been used rates are not available. Local talent is available for station COHB. The charge for orchestras is 10 gold yen per hour. (1 gold yen equals \$0.50 in United States currency.)

Records can be used and should be recorded for 75 revolutions per minute for station COMK. Station COHB uses an American reproducer. These stations have not contracted with any local, American, or other agency for the sale of broadcasting time to advertisers.

No commercial advertising is being broadcast from Mukden. Among the commodities advertised by the Harbin station are machinery, household equipment, phonograph records, bicycles, and automobiles. Broadcasting from Mukden should be in the Chinese language, but Harbin uses Chinese or Russian.

NORTH CHINA

By Assistant Trade Commissioner Louis C. Venator, Tientsin

Although there are three broadcasting stations in North China, the presentation of purely entertainment programs has, in the past, been limited to occasional and spasmodic private and governmental enterprise and no commercial advertising by air has as yet been undertaken.

Two of the existing stations are operated by the Government; they broadcast entertainment programs along with certain political propaganda between scheduled hours, during which they handle commercial messages. These stations are COTN, Tientsin, wave length 480 meters, power 500 watts, and XOPP (formerly COPK), Peiping, wave length 320 meters, power 1,000 watts. Both are operated by the Northeast Radio Broadcasting Co. (Ltd.), a Government agency. The one private station, call letters CRC, wave length 280 meters, power 500 watts, has been out of operation for almost a year, but during the time of its activity handled entertainment features at the expense of the owner, one of the principal radio dealers of Tientsin. He contemplates reopening his station on a commercial basis.

Government regulations and restrictions and fairly heavy license fees and taxes seem to be the deterrent factors to private establishment of broadcasting stations.

There is no basis for even estimating the potentialities of radio advertising in North China. A Chinese household sufficiently well-to-do to own a radio usually has servants who do the household shopping, and they purchase most of the commodities which are used. If directly commanded they will probably purchase a particular brand of article; otherwise they customarily buy that brand which they themselves prefer. It would thus appear that the classes of commodities likely to benefit to any extent from radio broadcasting in North China would be luxuries and semiluxuries.

Broadcast advertising would of necessity be directed to the Chinese, and the native style of entertainment would be desirable. Local orchestras, singers, and other entertainment features are available in considerable numbers, but no schedule of charges for radio work has been established. The effectiveness of programs in English would be negligible.

SOUTH CHINA

By Assistant Trade Commissioner Edgar W. O'Harrow, Shanghai

Radio broadcasting, and in consequence advertising by radio, has never gained much headway in China, owing to governmental supervision. Broadcasting is viewed by the Government as a dangerous instrumentality for the dissemination of propaganda inimical to the welfare of the country. The result is that stations previously established are now under Government control or have entirely ceased operations.

Another attempt is being made to sponsor advertising by radio by the China Broadcast (Ltd.) operating its new station XCBL on the premises of Millington (Ltd.), 113 Avenue Edward VII, Shanghai, which broadcast its first test program on May 14, 1931. This promises to be a successful venture, since the necessary license to operate was obtained from the National Government, because a limited amount of Chinese capital is invested in the new company, and because it is so organized as to encourage confidence in the success of the new venture.

China Broadcast (Ltd.) is sponsored by Reuters (Ltd.), world-wide news service, and Millington (Ltd.), an established British firm of advertising agents, who have charge of the business organization and management of the new enterprise. The new station has a power of 400 watts which the management hopes to increase to 1,000 watts in the near future. The wave length is 235 meters. The studios consist of two broadcasting rooms, reception room, and offices. An entirely new and modern transmitter was installed. The generating set was constructed locally, but American parts, Philips tubes, and Telefunken amplifier and microphone are used. A brochure published by China Broadcast late in 1931 listed 40 firms as program sponsors, indicating a substantial support of this new enterprise.

The actual operation and management of the station is under the direction of an American. Correspondence should be addressed to the China Broadcast (Ltd.), care of Millington (Ltd.), 113 Avenue Edward VII, Shanghai. The method of handling programs will be patterned after that of American chains. Reuters (Ltd.) will supply foreign news and a commercial service which will be broadcast twice daily. This will comprise lectures in English prepared by professional teachers for the benefit of Chinese students. The broadcasting will be continuous from 11.30 a. m. to 2 p. m. and 4.30 p. m. to midnight. A band of 12 instrumentalists has been engaged to provide musical selections, and plans are in hand for broadcasting Sunday religious services. Other developments are expected to take place, such as broadcasting by remote control from various places of amusement in Shanghai and perhaps the transmission of programs by wire to Nan-king for rebroadcast by the new large station being completed there.

It has been unofficially estimated that there are approximately 5,000 radio sets in use in Shanghai and in the immediate neighborhood. It may be assumed that radio advertising will often reach a community of at least 25,000 people. Once there is a continuous broadcast in Shanghai there is no doubt that the listeners will increase materially. The majority, of course, will be Chinese, and the greater part of the programs will be in the Chinese language.

There are two other broadcasting stations operating in Shanghai which have facilities for advertising by radio. These are the Telling Radio Broadcasting Studio, 462 Avenue Joffre, and Amateurs Radio Home, 323 Kiangse Road, call letters, XGAH; wave length, 240 meters; power, 50 watts. However, these are small stations, which operate intermittently and are not organized on a scale to handle broadcasting in a manner similar to the larger organizations.

Rates charged for studio time per month for one period (15 minutes each) a week by station XCBL are as follows: From 11 to 11.45, 50 Shanghai taels¹; 12 to 1.45, 60 taels; 2 to 4.45, 40 taels; 5 and 5.15, 50 taels; 5.30 to 6, 55 taels; 6.15 to 6.45, 60 taels; 7 to 7.15, 65 taels; 7.30 to 7.45, 70 taels; 8 to 8.15, 75 taels; 8.30 to 9, 80 taels; 9.15 to 10, 75 taels; and 10.15 to 11, 70 taels.

Prices for special talent are in addition to regular rates charged per hour for studio time as above. For one program per week for a month, the orchestras listed charge as follows (currency in taels): Gypsy (7 musicians), 110; Spanish (8 musicians), 120; Italian (7 musicians), 100; Russian (9 musicians), 120; Hungarian (7 musicians),

¹ The Shanghai tael varies with the price of silver, but has recently been quoted at about 32 cents in United States currency.

110; Chinese (6 to 8 musicians), 140; Symphony (12 musicians), 150; Symphonette (8 musicians), 120; quartet (4 musicians), 75; quartet (4 to 5 musicians), 90; quartet (8 musicians), 120; trio (3 musicians), 60; trio (violin, cello, and harp), 70.

If more than one program per week is desired, the prices are as follows: Two per week, plus 50 per cent; three, 65 per cent; four, 80 per cent; five, 90 per cent; six, 100 per cent; daily program (exclusive services), 125 per cent additional.

Newspaper space has been used to advertise commercial broadcasts.

Records can be used. The rates charged do not differ from the price charged for station time. Prices for special programs are in addition to regulation station time. Records should be made for a speed of 78 revolutions per minute.

Commercial concerns in Shanghai have contracted for broadcasting time to advertise the following: Radios, radio products and equipment, phonographs, office appliances, electrical products, cameras and photographic supplies, radio and telegraphic instruments, automobiles, jewelry, theater programs, men's furnishings, interior decorations, credit investigations, stock quotations, real estate, and a popular American restaurant.

Programs are broadcast in both English and Chinese, and announcements are made in both languages. Records prepared in the English language may be used effectively in Shanghai. A translation of the record into Chinese will be made and a synopsis given in Chinese prior to broadcasting in English.

Canton, in southern China near Hong Kong, has a radio station, CAB, operating on 435 meters with 1,000 watts power. Commercial advertising is not permitted by the Government.

HONG KONG

By Assistant Trade Commissioner David M. Maynard

As far as ascertainable, there are no broadcasting stations in this territory that accept commercial advertising. One station located at Hong Kong and controlled by the Government is station ZBW, 355 meters, 1,500 watts. As yet the Government has not permitted advertising to be broadcast.

The manager of the Hong Kong branch of a well-known advertising firm has been endeavoring to secure the permission of the Hong Kong Government to broadcast on the local station. He reports little progress in this direction.

It is customary to broadcast phonograph records. The names of these records and their distributors are published in the daily papers and the distributors of the records are also announced over the air. This provides advertising for the local music stores, which at present costs them only the loan of the records.

FRENCH INDO-CHINA

By American Consul Henry S. Waterman, Saigon

There is only one broadcasting station in French Indo-China, Radio Saigon, owned by Compagnie Franco-Indochinoise Radiophonie. This station broadcasts on two wave lengths, 49.05 and 358 meters. Its programs have been received in the United States.

The unit for announcements is 40 words in one language only. The text must be furnished by the advertiser, as well as the translation, if there is any. The company declines all responsibility for the correctness of a translation which it makes itself, in the event the subscriber does not furnish one. The announcements can be made in French, English, Cantonese, Annamite, and Cambodian, but announcements may not be in different languages.

The following statement shows the prices according to the number of announcements per 3-month period:

	Piasters ²
1 announcement per month (total of 3 broadcasts)-----	30
2 announcements per month (total of 6 broadcasts)-----	54
3 announcements per month (total of 9 broadcasts)-----	72
5 announcements per month (total of 15 broadcasts)-----	105
10 announcements per month (total of 30 broadcasts)-----	180
15 announcements per month (total of 45 broadcasts)-----	225
30 announcements per month (total of 90 broadcasts)-----	360

Advertising contracts are established and signed for a first period of three months, renewable automatically for another three months if the client does not give one month's notice in advance, to stop his subscription. Renewals are thus made continuously without other notice for a period of three months each.

The European orchestra used by the Compagnie Franco-Indochinoise de Radiophonie costs 200 piasters per concert of 1 hour; between musical numbers different advertisements are broadcast. The price of a native orchestra is 25 piasters per concert, which lasts three-quarters of an hour, under the same conditions as above.

Concerts broadcast by records cost 15 piasters each, for 30 minutes, whether the music is native or European, under the same conditions as above. The speed desired for records is 78 revolutions per minute.

Local singers can be obtained, the price varying according to the quality of the talent. The company believes that it can furnish acceptable singers for 50 piasters per concert.

Broadcast advertising has just been introduced in French Indo-China and a few local companies are using this medium. The products advertised are photographic appliances, pharmaceutical products, and agricultural and metallurgical products, as well as various publications. No American companies have as yet contracted for broadcasting advertisements.

Although broadcasting may be done in French, English, Cantonese, Annamite, and Cambodian, it is suggested that English be entirely eliminated from consideration, as it would not be understood. French should be the principal language used, although alternating announcements may be made in Annamite, Cambodian, or Cantonese, particularly if the advertised products such as agricultural equipment and supplies, certain foodstuffs, and possibly automotive supplies are used by the natives of these races.

Assuming that there are approximately 1,000 receiving nets in French Indo-China, it may be considered that radio advertising is not of wide applicability as yet. On the other hand, should an American company decide to use this service, it could probably arrange with the Compagnie Franco-Indochinoise de Radiophonie to broadcast a special program having a particular appeal to whichever section of the population it is desired to reach and in that manner be able to obtain contact with a considerable buying public.

² 1 piaster equals 10 francs, or approximately 40 cents in United States currency.

JAPAN

By Assistant Trade Commissioner H. B. Titus, Tokyo

All broadcasting stations in Japan are members of one association, which is under direct Government control. No program may be broadcast until it has been submitted to and approved by the Imperial Japanese Department of Communications. The regulations under which the broadcasting company operates do not allow it to broadcast advertising programs or political speeches. During a recent political campaign special permission was granted to two of the ministers of the cabinet to make political speeches over the broadcasting system, but this was an unusual event.

NETHERLAND EAST INDIES

By Assistant Trade Commissioner Carl H. Boehringer, Batavia

According to local authorities, the Government broadcasting station does not accept advertising, and it is illegal for privately operated broadcasting stations to accept advertising.

Practically all programs now being broadcast consist of gramophone records. The local stations are using the Dutch language, but the programs of the Government broadcast transmitter at Bandoeng, Java, are announced in Dutch, French, German, and English.

SIAM

By Assistant Trade Commissioner Joe D. Walstrom, Bangkok

There are no broadcasting stations in Siam which accept commercial advertising at the present time, although the radio authorities are considering the matter and it is possible that broadcasting time will be sold in the future.

All broadcasting comes under the supervision of the Siamese Government (Ministry of Commerce and Communications). There are no privately operated stations. Each owner of a radio set is required to obtain a license and pay a small annual fee; dealers in radio accessories must pay an annual shop tax. A small amount of revenue is obtained from these sources, and the remainder of the expense is borne by the Government.

STRAITS SETTLEMENTS

There are no commercial broadcasting stations in British Malaya.

SYRIA

By American Consul J. Thayer Gilman, Beirut

Except for a very small amateur station, no broadcasting stations exist in Syria, the nearest one being situated at Angora, Turkey. Stations in Moscow, Union of Socialist Soviet Republics, which is on the same meridian as Beirut, are popular, since programs begin early. Programs from Rome, Berlin, Prague, London, Paris, etc., are all obtainable with powerful sets, but owing to the difference in time, the more distant stations, starting their programs at 9 o'clock, are not heard in Syria until about midnight. Radios rank distinctly in the luxury class and are available to a limited wealthy group, as only the barest necessities of life are obtained by the general population.

CEYLON

By American Consul Stillman W. Wells, Colombo

The only broadcasting station in Ceylon is owned and operated by the Ceylon Government, and no commercial broadcasting is permitted.

AFRICA

EGYPT

By Commercial Attaché Charles E. Dickerson, Jr., Cairo

There are at present only two broadcasting stations in operation in Egypt, both of which accept commercial advertising. These stations are owned by J. P. Sheridan & Co., 23 Sharia Madabegh, Cairo, and the Heliopolis Broadcasting Station, 12 Rue Nubar Pasha, Cairo, owner and operator, Gabriel M. Tabet. J. P. Sheridan & Co. reports that it is increasing the power of its station in the near future to 1,000 watts, and obtaining a high-tension generator from the United States for this purpose. The new power will make the station heard in Syria and at Khartoum, Sudan. At present it is heard all over Egypt. The Heliopolis broadcasting station has a 500-watt transmitter.

The Sheridan station states that its advertising rates are 5 cents per word for short contracts and 2½ cents per word for long contracts. For sponsored programs it charges a flat rate of \$25 per hour for the use of its studio. Musical programs, either Arabic or European, if of superior quality, usually cost another \$25 maximum.

The other firm gives its rates as follows: One announcement per day of 5 words, 5 piasters per word; 10 words, 4 piasters; 20 words, 3 piasters; monthly rate for one announcement per day, 10 words, 300 piasters for one month; 20 words, 400 piasters for one month; 350 piasters for three months; 300 piasters for one year; 50 words, 450 piasters for one month, 400 piasters for three months, 250 piasters for one year. For sponsored programs a flat rate of \$15 per hour is charged for the use of the studio. Musical programs, either Arabic, or European, if of superior quality, cost about \$25 in addition. Good local talent is available.

Phonograph records can be used. If a flat program is given on records, the Sheridan station charges the same as for a sponsored program, i. e., at the rate of \$25 an hour, with minimum of \$5 per program. The Heliopolis station charges corresponding rates, \$15 per hour for the use of the studio.

The first of the two firms advises that its phonograph turntables operate at 78 revolutions per minute and it has a complete system of fading from one table to the other. The second firm states that its turntables are adjustable as regards speed.

J. P. Sheridan & Co. report that it has broadcast advertising for the past 13 months on behalf of several prominent concerns principally local, including department stores, hotels, piano dealers, etc. Last year from May to August it carried a sponsored program for an American dentifrice, and in 1931 it also broadcast a 3-month sponsored program for an American razor manufacturer.

The Heliopolis station advises that it has 1-year advertising contracts with the following advertisers, through their local representa-

tives: Two American automobile manufacturers, two American producers of radios, an American tire company, and a German piano company. This firm also states that it has numerous other short-term contracts with local firms.

Arabic and French are principally used in Egyptian broadcasting. Very little English is used. Phonograph concert and dance records in English are, however, popular and in daily use.

UNION OF SOUTH AFRICA

By Commercial Attaché Samuel H. Day, Johannesburg

Radio broadcasting in South Africa is a monopoly controlled by the African Broadcasting Co. (Ltd.), Orpheum Building, Joubert Street, Johannesburg. The three principal broadcasting stations now accept commercial advertising. They are as follows: Johannesburg, station ZTJ, two wave lengths simultaneously, one 450 meters and the other 49.4 meters, with a power of 15,000 watts; Cape Town, station ZTC, 370 meters, 1,000 watts; Durban, station ZTD, 410 meters, 1,000 watts.

Substations are being installed at Bloemfontein and Pretoria. These relay stations will use 510 and 300 meters respectively.

The broadcast advertising rights are entirely in the hands of the African Amalgamated Advertising Contractors (Ltd.), 88 Fox Street, Johannesburg, to whom all inquiries should be addressed.

The charges for commercial broadcast advertising per "mention" are as follows: Johannesburg, £3; Cape Town, £3; and Durban, £2 5s. These rates are on the understanding that not less than 13 mentions will be put over during each year. A mention consists of a message of not less than 15 words broadcast during the evening hours. Each mention is interspersed between items of the evening's program.

In addition to mentions, arrangements can be made for sponsored concerts, either complete with concert party or made up from a selection of phonograph records. In either case, the services of the studio announcer are available in introducing the concert or phonograph program. These sponsored concerts may be arranged for either half-hour or hour periods. The charge per station for half-hour concerts is £15. Should 12 concerts or more be booked during the year then the charge per concert per station is reduced to £12 10s. For concerts up to one hour, the charge per concert per station is £20.

Local talent of all kinds is available, in the form of orchestras, singers, and entertainers. The charges vary greatly, but on the whole may be comparable with medium grades of similar talent obtainable in the United States.

Phonograph records may be used. The speed may be either 75 or 33½ revolutions per minute, according to American practice.

Among the leading firms now employing radio broadcasting for advertising are the White Horse Distillers; H. & H. Sulston (hosiery dealers); D. W. Gibbs (manufacturers of dental preparations and soaps); Phillips, S. A. (radio apparatus); A. Wander (beverage manufacturer); Cadbury Frye (chocolates and cocoas), as well as various American manufacturers of watches, petroleum products, and other commodities.

Although both English and Afrikaans may be employed, the principal language used is English. In fact, the widespread knowledge

of English even by the Afrikaans section of the population is such that English can be used effectively.

At present there are about 30,000 licensed radio receiving sets in South Africa, so it is estimated that approximately 150,000 persons would be the present maximum number to be reached by radio programs.

AUSTRALIA

H. P. Van Blarcom, Assistant Trade Commissioner, Sydney, Australia

TYPES OF STATIONS

The use of radio as a means of advertising has come into considerable prominence in Australia in recent years. During the latter part of 1924 the postmaster general's department issued regulations providing for "A" and "B" class stations, the A class broadcasters to receive their revenue from the listeners' license fees, while the B class stations were to obtain revenue through advertising or other means. The A stations were to refrain from broadcasting paid advertising programs.

During the latter part of 1929 the Federal Government announced the establishment of a national broadcasting service whereby all A stations would be taken over by the Government and all programs would be arranged by a single organization to be known as the Australian Broadcasting Co. (Ltd.). The establishment of the national service left the radio advertising field to the B class stations, but the popularity of radio was apparently not sufficient to warrant much expense in advertising. There were only nine B stations in operation in 1925, but the number increased to over 30 by July, 1931.

Every B class broadcasting station now in operation is prepared to accept advertising. In some cases, efforts have been made to link up a station in each capital city in a Commonwealth broadcast. At the present time stations 2UW, Sydney; 3DB, Melbourne; 4DC, Brisbane; 5AD, Adelaide; and 6ML, Perth, are in a Federal broadcasting network, which will provide for chain advertising. However, past experience with nation-wide hookups has indicated considerable difficulty in picking up the program for rebroadcasting purposes, owing to interference, land-line difficulties, and other causes. On several occasions B stations have linked together for national broadcasts of political speeches, cricket matches, etc., and the results in some cases have been quite satisfactory.

There has also been a federation of B class stations formed for the purpose of protecting the mutual interests of station operators, and it is understood that arrangements might be made through the secretary of this federation (G. L. Chilvera, Collins House, Collins Street, Melbourne, Victoria) by which the same advertisement may be broadcast from every B station in Australia.

Fifty per cent of Australia's total population of 6,500,000 is in the metropolitan areas of the capital cities. For this reason it would be expected that, if stations in these cities were selected for purposes of radio advertising, the larger proportion of the radio listeners would be reached. A further example of the advantages of this course may be indicated by the report that practically 70 per cent of the licensed radio receivers in New South Wales are within a 25-mile radius of Sydney. The same condition appears to be true with regard to the

capital cities of the other States. In any event, for purposes of good-will advertising, one station in each of these cities (Sydney, Melbourne, Brisbane, Adelaide, Perth, and Hobart) would probably provide service for the great majority of the 330,000 licensed radio sets in the Commonwealth.

The following is a list of B stations accepting commercial advertising:

AUSTRALIAN RADIO BROADCASTING STATIONS ACCEPTING ADVERTISING

Name and address	Call	Power, in watts	Wave length, in meters	Remarks
NEW SOUTH WALES				
Moss Vale Broadcasting Service (Ltd.), North St., Moss Vale.	2MV	50	245.8	Advertising agents, Amalgamated Wireless (A/sia), York St., Sydney.
2AY Publicity Service, 610 Dean St., Albury.	2AY	50	202.7	Do.
Electric Utilities Supply Co., 617 George St., Sydney.	2UE	1,000	293	Advertising agents (exclusive), Reuters (Ltd.), 15 Castlereagh St., Sydney
Broadcasting Station 2GB, Adyar House, 29 Bligh St., Sydney.	2GB	3,000	316	Handles own advertising.
Radio Broadcasting (Ltd.), Palings Bldgs., 16 Ash St., Sydney.	2UW	800	267	Do.
Trades Hall Broadcasting Station, Trades Hall, Goulburn St., Sydney.	2KY	1,500	280	Do.
Lismore Broadcasting Station, 173 Moles- worth St., Lismore.	2XN	50	224	Advertising agents (not exclusive), Amalgamated Wireless (A/sia) (Ltd.).
Airsales Broadcasting Co., Civic Centre, Newcastle.	2HD	200	270	Do.
Mockler Bros., Howick St., Bathurst...	2MK	250	260	Station reported to be experimental, probably handles own advertising.
M. J. Oliver, 432 Peel St., Tamworth (station at Gunneday).	2MO	50	225.5	Handles own advertising.
Goulburn Broadcasting Co. (Ltd.), P. O. Box 88, Goulburn. ¹	2GN	50	-----	Will handle own advertising, but will possibly have nonexclusive arrange- ment with Amalgamated Wireless (A/sia) (Ltd.).
Station 2CA, Canberra, F. C. T. ¹	2CA	50	285.5	Probably will handle own advertising.
Newcastle Broadcasting Co. (Ltd.), New- castle. ¹	2KO	200	212	Do.
Broken Hill Broadcasting Co. (Ltd.), Broken Hill. ¹	2XL	250	219	Do.
VICTORIA				
3DB Broadcasting Co. Pty. (Ltd.), 36 Flinders St., Melbourne.	3DB	500	255	Handles own advertising; represented in the United States by J. B. Powers, 250 Park Ave., New York.
Nilsens Broadcasting Service, 45 Bourke St., Melbourne.	3UZ	500	319	Handles own advertising.
Wangaratta Broadcasting Pty. (Ltd.), Reid St., Wangaratta.	3WR	200	238	Do.
Ballarat Broadcasters Pty. (Ltd.), Sturt St., Ballarat.	3BA	50	231	Do.
Geelong Broadcasters Pty. (Ltd.), Malop St., Geelong.	3GL	50	214	Do.
Industrial Printing & Publishing Co., Strand Buildings, Elizabeth St., Mel- bourne.	3KZ	500	222	Do.
Amalgamated Wireless (A/sia) (Ltd.), Broadcasting Station 3BO, Kangaroo Flat, Bendigo. ¹	3BO	200	307.7	All advertising handled through Amal- gamated Wireless (A/sia), Sydney.
Western Broadcasting Co. (Ltd.), Ham- ilton. ¹	3HA	200	297	Will probably handle own advertising.
Swan Hill Broadcasting Co., Swan Hill. ¹	3SH	50	278	Do.
Gippsland Broadcasting Service Trafal- gar (Ltd.), Contingent St., Trafalgar. (P. O. Box 89.) ¹	3TR	-----	-----	Do.

¹ Not yet in operation.

AUSTRALIAN RADIO BROADCASTING STATIONS ACCEPTING ADVERTISING—Con.

Name and address	Call	Power, in watts	Wave length, in meters	Remarks
QUEENSLAND				
J. B. Chandler & Co., 43 Adelaide St., Brisbane.	4BC	200	262	Handles own advertising.
Brisbane Broadcasting Co. (Ltd.), King House, Queen St., Brisbane.	4BK	200	233	Reuters (Ltd.), Queen St., Brisbane, exclusive advertising agents.
Gold Radio Service, Ruthven St., Too- woomba.	4GR	50	294	Handles own advertising but states advertising open to any agent at 15 per cent commission.
Amalgamated Wireless (A/sia), Broad- casting Station 4TO, Townsville.	4TO	-----	-----	All advertising handled through Ama- gamated Wireless (A/sia), Sydney.
Broadcasters (Aust.), Brisbane.....	4BH	600	217	Probably handles own advertising.
SOUTH AUSTRALIA				
The Advertiser Broadcasting Station, Waymouth St., Adelaide.	5AD	1,000	229	Handles own advertising; will accept contract from accredited agent; United States representative, J. B. Powers, 250 Park Ave., New York.
Sports Radio Broadcasting Co. (Ltd.), 81 Flinders St., Adelaide.	5KA	1,000	250	Handles own advertising.
5DN Pty. (Ltd.), 2 Montpelier St. Park- side, Adelaide.	5DN	500	313	Reported to be experimental; probably handles own advertising.
WESTERN AUSTRALIA				
Musgrove's (Ltd.), Lyric House, Murray St., Perth.	6ML	300	297	Handles own advertising.
TASMANIA				
Commercial Broadcasters Pty. (Ltd.), 80 Elizabeth St., Hobart.	7HO	50	337	Do.
Findlay & Wills Broadcasters Pty. (Ltd.), Brisbane St., Launceston.	7LA	100	273	Handles own advertising; also on non- exclusive basis through Amalga- mated Wireless (A/sia).

RATES

The number of licensed listeners in Australia has continued to increase despite a somewhat serious setback during 1930. It is remarkable, under present business conditions, that the radio industry has continued to expand. Yet the decreasing returns of general business have made it necessary for the operators of B class stations to make a special effort to obtain some form of advertising revenue.

The type of advertising program has undergone a rather striking change during the past two years resulting in a dual-rate system, one based on time, the other on the number of words in an advertising message. The sponsored program had been used in the majority of cases until the early part of 1930, but it is alleged by some users that the returns did not justify the cost.

The reduction in sponsored programs has resulted in the direct-advertising program. Every broadcasting station is equipped with a turntable for broadcasting recorded music; in fact, the evening programs of most of the stations are devoted almost entirely to this type of broadcasting. The station supplies recorded musical programs, while the advertiser pays only for the words necessary to broadcast a short announcement regarding his product or service. By adopting this form of radio advertising the broadcasting stations have increased their range of advertisers to include department stores, shops, grocery stores, drug stores, and a host of small concerns or individuals who might otherwise be unable to pay for sponsored programs.

Programs from the B stations in Sydney are not received by many listeners in Victoria, and the same is true of the B stations in the other cities. The popular radio receivers are apparently not powerful enough for interstate reception; this factor quite naturally limits the field for any sponsored program. The fact that the recorded program is more extensively used may prove advantageous to American companies considering the use of radio in Australia. The public is already accustomed to the recorded program and will possibly accept programs with advertising announcements included in the records.

American companies contemplating the use of recorded radio advertising programs in Australia should carefully consider the voice, tone, enunciation, and diction of the announcer, as well as the construction of the announcement itself. Australians find proper English decidedly more to their liking than characteristic American expressions.

The question of the cost of recorded programs with records supplied by oversea organizations is rather uncertain, but it would appear that the broadcasting stations would in the majority of cases refrain from charging for musical numbers, charging only for the announcement whether it was given by the radio announcer or broadcast from a record. The length of the announcement has been limited by most stations to 100 words, with proportionate charges for a greater number.

Rates quoted by the various stations for sponsored programs are as follows:

	Evening			Daytime		
	1 hour	Half hour	Quarter hour	1 hour	Half hour	Quarter hour
3DB, MELBOURNE						
Number of programs:	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.
Casual.....	15 0 0	9 0 0	4 16 0	5 0 0	2 10 0	1 5 0
13.....	14 7 6	8 12 6	4 12 0	4 15 0	2 7 6	1 3 9
26.....	13 15 0	8 5 0	4 8 0	4 10 0	2 5 0	1 2 6
39.....	13 2 0	7 17 0	4 4 0	4 5 0	2 2 6	1 1 3
52.....	12 10 0	7 10 0	4 0 0	4 0 0	2 0 0	1 0 0
3KZ, MELBOURNE						
Number of programs:						
Casual.....	12 10 0	7 10 0	-----	2 10 0	1 10 0	-----
5.....	12 5 0	7 7 6	-----	2 5 0	1 6 0	-----
13.....	11 17 6	7 2 6	-----	2 0 0	1 3 0	-----
39.....	10 12 6	6 7 6	-----	1 15 0	1 0 0	-----
52.....	10 0 0	6 0 0	-----	1 10 0	0 17 6	-----
2BG, SYDNEY						
Number of programs:						
Casual.....	27 0 0	14 0 0	7 5 0	(1)	-----	-----
13.....	25 0 0	13 0 0	6 15 0	(1)	-----	-----
26.....	23 10 0	12 5 0	6 7 6	(1)	-----	-----
39.....	22 0 0	11 10 0	6 0 0	(1)	-----	-----
52.....	20 0 0	10 10 0	5 10 0	(1)	-----	-----
2UW, SYDNEY						
Base rate.....	18 0 0	9 10 0	5 0 0	-----	-----	-----
5KA, ADELAIDE						
Number of programs:						
Casual.....	8 10 0	4 0 0	-----	2 10 0	1 10 0	-----
5.....	8 5 0	3 17 6	-----	2 5 0	1 5 0	-----
13.....	7 17 6	3 12 6	-----	2 0 0	1 2 6	-----
39.....	6 12 6	3 0 0	-----	1 15 0	1 0 0	-----
52.....	6 0 0	2 17 6	-----	1 10 0	0 17 6	-----

*50 per cent of evening rates.

	Evening			Daytime		
	1 hour	Half hour	Quarter hour	1 hour	Half hour	Quarter hour
5AD, ADELAIDE						
Base rate.....	£ s. d. 10 0 0	£ s. d. 9 0 0	£ s. d. 3 10 0	£ s. d. 5 0 0	£ s. d. 3 0 0	£ s. d. 1 15 0
4BK, BRISBANE						
Number of programs:						
Casual.....	14 0 0	9 0 0	-----	2 10 0	-----	-----
6.....	12 18 0	8 2 0	-----	2 7 0	-----	-----
12.....	12 14 0	8 0 0	-----	2 4 0	-----	-----
24.....	12 10 0	7 18 0	-----	2 1 0	-----	-----
36.....	12 8 0	7 16 0	-----	1 19 0	-----	-----
52.....	12 5 0	7 10 0	-----	1 17 0	-----	-----
104.....	12 0 0	7 5 0	-----	1 15 0	-----	-----
156.....	11 0 0	7 0 0	-----	1 12 0	-----	-----
312.....	10 0 0	6 0 0	-----	1 8 6	-----	-----
4BC, BRISBANE²						
Base rate.....	12 10 0	7 10 0	4 0 0	5 0 0	2 10 0	1 5 0
7HO, HOBART						
Number of programs:						
Casual.....	7 10 0	4 10 0	2 10 0	2 10 0	1 10 0	0 15 0
13.....	5 18 6	3 11 3	1 18 0	2 7 6	1 3 9	0 12 6
26.....	5 12 6	3 7 6	1 16 0	2 5 0	1 2 6	0 11 3
39.....	5 6 3	3 3 9	1 14 0	2 2 6	1 1 3	1 10 6
52.....	5 0 0	3 0 0	1 12 0	2 0 0	1 0 0	0 10 0
6ML, PERTH						
Number of programs:						
Casual.....	10 0 0	6 0 0	3 10 0	5 0 0	2 10 0	1 5 0
13.....	9 10 0	5 14 0	3 6 5	4 15 0	2 7 6	1 3 9
26.....	9 0 0	5 8 0	3 3 0	4 10 0	2 5 0	1 2 6
39.....	8 10 0	4 17 6	3 0 0	4 5 0	2 2 6	1 1 3
52.....	8 0 0	4 17 0	2 17 6	4 0 0	2 0 0	1 0 0

² Discounts of 5 to 20 per cent allowed for long-term contracts.

The schedules for direct advertising by short announcements among Australian stations are as follows:

Item	Evening	Daytime	No time specified
3DB, MELBOURNE			
100 words or less (extra 3d. per word)	£ s. d.	£ s. d.	£ s. d.
Talks and lectures (minimum, 5 minutes), per minute.....	0 15 0	0 7 6	1 0 0
3KZ, MELBOURNE			
Announcement, 130 words or less:			
Casual.....	0 12 6	0 8 6	-----
24 advertisements.....	0 11 6	0 7 6	-----
78 advertisements.....	0 11 0	0 7 0	-----
156 advertisements.....	0 10 6	0 6 6	-----
312 advertisements.....	0 10 0	0 6 0	-----
2GB, SYDNEY			
Announcement, 100 words: ¹			
1 to 6.....	1 12 6	1 1 0	-----
7 to 24.....	1 8 0	0 19 0	-----
25 to 78.....	1 6 0	0 18 0	-----
79 to 156.....	1 4 0	0 17 0	-----
157 to 312.....	1 2 0	0 16 0	-----
Over 312.....	1 0 0	-----	-----

¹ A reduction of 1 shilling is allowed on less desirable hours in the daytime and from 1 to 3 shillings for less desirable evening hours.

Item	Evening	Daytime	No time specified
2UW, SYDNEY			
Announcement, 100 words (minimum 3 announcements).....	£ s. d. 1 10 0	£ s. d. 0 15 0	£ s. d. -----
2 early each morning, per week.....	-----	6 0 0	-----
Mid-day (Monday to Friday):	-----	-----	-----
5 half hours, per week.....	-----	10 0 0	-----
5 quarter hours, per week.....	-----	6 0 0	-----
Women's session, 2-minute talk.....	-----	-----	0 15 0
Talks and lectures (minimum 5 minutes), per minute.....	-----	-----	0 10 0
5KA, ADELAIDE			
Announcement, 130 words:	-----	-----	-----
Casual.....	0 10 0	0 8 6	-----
24 advertisements.....	0 9 0	0 7 6	-----
78 advertisements.....	0 8 0	0 6 6	-----
166 advertisements.....	0 7 0	0 5 0	-----
5AD, ADELAIDE			
Announcement, 100 words or less.....	1 10 0	1 0 0	-----
Working description of industry (maximum 30 minutes).....	-----	-----	10 0 0
Talks and lectures (minimum 5 minutes), per minute.....	0 15 6	0 7 6	-----
4BK, BRISBANE			
Announcement, 60 words:	-----	-----	-----
Casual.....	0 12 6	0 8 6	-----
24.....	0 11 6	0 7 6	-----
78.....	0 11 0	0 7 0	-----
156.....	0 10 6	0 6 6	-----
312.....	0 10 0	0 6 0	-----
4BC, BRISBANE¹			
Announcement, 100 words or less.....	1 0 0	0 7 6	-----
Women's radio service, 100 words.....	-----	-----	0 10 0
7HO, HOBART			
Announcement, 100 words or less.....	-----	-----	0 10 6
24.....	-----	-----	0 9 6
78.....	-----	-----	0 9 0
156.....	-----	-----	0 8 6
312.....	-----	-----	0 8 0
Talks and lectures (minimum 5 minutes), per minute.....	0 5 0	0 2 6	-----
6ML, PERTH			
Announcement, 10 words or less.....	0 12 6	0 8 6	-----
24.....	0 12 0	0 8 0	-----
78.....	0 11 3	0 7 6	-----
156.....	0 10 6	0 7 0	-----
312.....	0 9 9	0 6 6	-----
Talks and lectures (minimum 5 minutes), per minute.....	0 10 0	0 5 0	-----

¹ Discounts of 5 to 20 per cent allowed for long-term contracts.

LOCAL TALENT

While orchestras, instrumentalists, singers, comedians, etc., are available in all the capital cities, there is apparently some dearth of available talent in the smaller broadcasting centers. Orchestras, however, do not have the national reputations that American organizations enjoy, although they probably have good followings within their own metropolitan areas. Singers and comedians who have been on vaudeville circuits are probably known to a greater extent than any other performers, but their charges in many cases may be somewhat higher than the averages given herein.

The firms that have in the past used the radio for sponsored programs have found it necessary to hold one or two rehearsals for each session; since it is necessary to pay all performers for rehearsals, the cost of the sponsored programs is considerably increased.

In view of the direct method of advertising which is in vogue at the present time, it is estimated that 80 to 90 per cent of the broadcasting time is composed of recorded numbers, particularly in the evening.

The Federal wage award rates govern the cost of orchestras, musicians, etc., but it is understood that these rates do not apply to amateur performers or to nonunion members, although it is advisable for all stations or all promoters of sponsored programs to conform as closely as possible to the standard rates.

The rates for a 12-piece orchestra range from a minimum of about \$27 to as high as \$90 an hour, depending on contiguous engagements and the extent of the conductor's fee. Allowance for the cost of rehearsals would have to be added. The cost of singers, comedians, or other individual performers ranges normally from 10s. 6d. per hour to £1 1s. for two items. Regular talent at the larger metropolitan studios cost up to £3 3s. for two songs or performances. Discounts up to 20 per cent apply when a number of engagements (6 or more) are contracted for.

USE OF RECORDS

All broadcasting stations in Australia, even the A class Government-controlled stations, have facilities for broadcasting recorded programs. The new stations under construction and those contemplated are making provision for turntables, in view of the requirements of direct advertising and the present difficulties and costs in the way of sponsored programs.

The record facilities provided for each B station now in operation are as follows:

USE OF RECORDS IN AUSTRALIAN RADIO BROADCASTING

Station	Type of turntable	Revolutions per minute	Extra charge for records
NEW SOUTH WALES			
2MV, Moss Vale.....	Single and double.....	78	None.
2AY, Albury.....	Double.....	33½	Do.
2UE, Sydney.....	do.....	75	Do.
2GB, Sydney.....	Single and double.....	1 75	Do.
2UW, Sydney.....	Double.....	78	Do.
2KY, Sydney.....	Single (could install double).....	80	Do.
2XN, Lismore.....	do.....	78	Do.
2HD, Newcastle.....	Single (will have double in near future).....	33½ and 75	15s. charge for each 18-inch record.
2MO, Gunnedah.....	Single.....	78	None.
2GN, Goulburn.....	Single and double.....	33½ and 75	Do.
2CA, Canberra, F. C. T.	Double.....	1 78	Do.
VICTORIA			
3DB, Melbourne.....	Double.....	33½ and 78	None.
3UZ, Melbourne.....	do.....	75 to 80	Do.
3WR, Wangaratta.....	Single and double.....	78	Rates slightly lower for recorded programs.
3BA, Ballarat.....	Double.....	33½ and 78	None.
3GL, Geelong.....	do.....	78	Extra charge for special program.
QUEENSLAND			
4BC, Brisbane.....	Single and double.....	33½ and 75	None.
4BK, Brisbane.....	Double.....	78	Do.
4GR, Toowoomba.....	Single.....	33	Do.
	Double.....	33½ and 78	Do.
SOUTH AUSTRALIA			
5AD, Adelaide.....	Double.....	33½ and 78	None.
5KA, Adelaide.....	Double.....	75	Do.
	Single.....	33½	Do.
WEST AUSTRALIA			
6ML, Perth.....	Double.....	33½ and 78	Additional fee for program arrangement.
TASMANIA			
7HO, Hobart.....	Single and double.....	75 to 78	None.
7LA, Launceston.....	Double.....	78	Do.

¹ Can provide 33½ if necessary.

AGENCIES HANDLING RADIO ADVERTISING

Many of the advertising firms in Australia handle radio advertising. A canvass of the various B class stations, however, reveals that only one advertising firm has obtained any exclusive agency contracts. Reuters (Ltd.), 15 Castlereagh Street, Sydney, New South Wales, and Queen Street, Brisbane, Queensland, with offices in other capital cities has obtained exclusive contracts with stations 2UE, Sydney, and 4BK, Brisbane.

Amalgamated Wireless (A/sia), 47 York Street, Sydney, owns and will operate stations 3BO, Bendigo, Victoria, and 4TO, Townsville, Queensland, and will handle the advertising for these two stations. This company also handles advertising on a nonexclusive basis for the following stations: 2AY, Albury, New South Wales; 2XN, Lismore, New South Wales, 2HD, Newcastle, New South Wales; 2MV, Moss Vale, New South Wales; and 7LA, Launceston, Tasmania. It is also reported to be in a position to accept advertising for all B stations in Australia, either direct, or through Reuters for the two stations mentioned above. Amalgamated Wireless has constructed a number of the stations in Australia, and in view of this fact has considerable technical ability at its command.

Few Australian agencies have gone into radio advertising seriously, so it is suggested that careful inquiry be made with regard to any specific agency's ability to handle this class of work satisfactorily. With recorded programs, this suggestion usually would not apply, as most, if not all, of the advertising material would probably be supplied by the advertiser. With sponsored programs, however, this question would undoubtedly require serious consideration.

COMMODITIES ADVERTISED

The number of firms throughout the Commonwealth using radio as an advertising medium is estimated to be between 1,500 and 2,000, indicating the patronage of many small houses. Almost every type of commodity produced or sold in Australia appears to be advertised over the radio, even down to the small shops, such as beauty parlors, men's furnishing stores, retail grocers, etc.

The types of firms using radio advertising comprise the following: Radio manufacturers and retailers, music houses, clothing dealers, department stores, liquor manufacturers, show manufacturers and retailers, tire retreading shops, furniture houses, groceries (wholesale and retail), biscuit manufacturers, sports organization, taxicab companies, tobacco manufacturers, motion-picture theaters, hardware merchants, heating fuel manufacturers, drug, perfume, and soap manufacturers, motor-car dealers, hotels, stock and station (cattle ranch) agents, confectionery manufacturers, steamship and travel agencies, gasoline and oil distributors, household electrical appliance manufacturers and dealers, canneries, paint manufacturers, newspapers, and hosiery manufacturers.

Some firms have advertised their products in more than one city, and it would appear that in some cases local agents or distributors have undertaken the advertising at their own expense.

OCEANIA

NEW ZEALAND

By Assistant Trade Commissioner Charles F. Kunkel

Radio advertising in New Zealand is not permitted. The Government policy relating to this phase of radio transmitting is outlined in regulation No. 28, reading as follows:

Subject to the provisions of regulation 29 hereof, neither direct nor indirect advertising shall be undertaken by the licensee from any broadcasting station, unless specially authorized by the minister.

Regulation No. 29 reads:

A broadcasting station shall not be used for the dissemination of propaganda of a controversial nature, but shall be restricted to matter of an educative, informational, or entertaining character, such as news, lectures, useful information, religious services, musical or elocutionary entertainment, and other items of general public interest as may be approved by the minister from time to time.

PHILIPPINE ISLANDS

By Trade Commissioner E. D. Hester, Manila

There are two broadcasting stations in Manila which accept commercial advertising. They are Radio Manila (station KZRM), operated by the Radio Corporation of the Philippine Islands, Insular Life Building, Plaza Moraga, Manila, which has three wave lengths, 413, 48.94, and 31.35 meters, power 1,000 watts; and Beck's Radio (station KZIB), operated by I. Beck (Inc.), 89-91 Escolta, Manila, which has a wave length of 333.3 meters, power 1,000 watts. Arrangements can be made for station KZIB through I. Beck & Co., 331 Fourth Avenue, New York City.

Rates charged for sponsored time are: Radio Manila, 20 pesos for first quarter hour, 1 peso for each additional minute; Beck's Radio, by contract, 50 to 60 pesos per hour, depending on time of day and amount of time used.

Three types of local talent are available at approximately the same rate at both studios: Singers and instrumental soloists, 5 to 20 pesos per hour in addition to time rate; orchestras, 20 to 30 pesos per hour in addition to time rate; declaimers and monologuists, 5 to 20 pesos per hour in addition to time rate.

Records can be used at both stations; in fact, over 50 per cent of the sponsored time programs is in recorded music. No charge is made for sponsored record music. In either studio, should the advertiser wish to supply his own records containing advertising matter, he will be charged the usual flat rates for sponsored time consumed. Both studios are equipped to use records at 75 and 33½ revolutions per minute.

Companies now using radio advertise the following commodities: Automobiles, motor spirits and lubricating oil, and cigars and cigarettes. A real estate firm also uses this form of advertising.

The preferred language is English, but both companies are equipped to handle advertising in Spanish, Tagalog, or Visayan. Singers and declaimers use principally English, but Spanish songs and folk songs in the native dialects are frequently used. Not only can English language records be used effectively, but they are the preferred medium, since English is the common language in the Philippine Islands,

spoken by 50 per cent of the inhabitants and by almost every radio owner or prospective purchaser. Spanish is spoken by about 8 per cent of the population, but practically all those who speak Spanish also speak English.

HAWAII

Data furnished by Federal Radio Commission, Washington, D. C.

There are two radio stations in the Territory of Hawaii which do commercial broadcasting. Station KGMB, licensed in the name of the Honolulu Broadcasting Co. (Ltd.), 119 Merchant Street, Honolulu, has a wave length of 227 meters and a power of 250 watts. This station is licensed to operate unlimited time. According to the latest application for renewal of license, the types of programs broadcast weekly by this station are as follows: Entertainment, 33 hours; religious, 2 hours; commercial, 30 hours; educational, 3 hours; agricultural, 3 hours; fraternal, 2 hours; markets, 2 hours; and weather news, 4 hours.

Radio station KGU is licensed in the name of Marional A. Mulrony & Advertiser Publishing Co. (Ltd.), Advertiser Square, Kapolani and South Streets, Honolulu. It is associated with an American broadcasting chain and has a wave length of 400 meters, power 1,000 watts. This station is licensed to operate with limited time. According to the latest application for renewal of license, the programs of this station are as follows: Entertainment, 49 per cent; religious, 2 per cent; commercial, 25 per cent; educational, 10 per cent; agricultural, 3 per cent; welfare, 5 per cent; fraternal, 1 per cent; markets, news, and weather report, 5 per cent.

