

of grammophone records and films demonstrates the cultural significance of the wireless, renders it possible for the listeners to acquire a concrete conception of the happenings in question and is certainly calculated to arouse the desire to possess such a wireless apparatus.

Statistics not only give a clear idea of the total figures of the audiences but also their relative proportions in town and country. A study of these shows that in spite of all interest there are enough places and districts still to be won. What could be better adapted to make propaganda for broadcasting than the broadcaster itself?

This three-month's journey was arranged beforehand by an extensive central organisation, a preliminary tour of the route to be followed was instituted to control all intended measures and apply them individually to the conditions prevailing in the various localities. The broadcasting company combined with the wireless manufacturers and dealers. All those to whom the "Rundfunk" desired to appeal were called upon by means of posters, printed matter and the press. The inhabitants of these numerous towns and villages knew that the "Funkstunde" was coming—and then it came. Early in the morning two great blue and yellow cars appeared in the market-place. They came, sounded and conquered—were at once surrounded by hundreds of people who came streaming up, astonished and curious, to see and hear what the wireless had to offer. A large loud-speaker protruded from the roof of the larger car and the whole market-place soon echoed with music. The whole place was as lively as a fair. In the meantime the other car made preparations for the evening programme to be held in the largest hall at the community's command. Cables must be laid, a gigantic loud-speaker mounted on the stage, a cinema apparatus set up and the wireless dealers of the place, supported by the representatives of industry, got up a small wireless exhibition of the newest models in an adjoining room.



At eight o'clock a vast mass of people sat crowded cheek by jowl in every corner of the hall and waited for the promised entertainment. The loud-speaker greeted them with the voice of the postmaster and immediately afterwards came the voice of their own mayor, both speaking through microphones to the assembly. Next strains of music floated from the loud-speaker and then came a number of sound-films, connected by explanation and commentary of the propaganda chef, all telling of the "Rundfunk" and its work. That's the way the German wireless advertises!

Translated by E. T. Scheffauer