

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1949)

Heft: 1123

Rubrik: Unione Ticinese

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SUCCESS OF RADIO EXHIBITION.

The total attendance at the 16th National Radio Exhibition (Radiolympia), held in London from September 28th, to October 8th, was 398,550 of which 1,122 came from or represented overseas countries. Overseas attendance, it is thought, was helped by the holding of the Motor Show concurrently with Radiolympia; the highest numbers of registrations were: India 137, Australia 127, Holland 63, Ceylon 50, New Zealand 48, South Africa 40, Belgium 39, France 38, Norway 37, U.S.A. 36, Denmark 31, Sweden 30, Canada 28, Egypt 25, Pakistan 24, Switzerland 18, Italy 16, Spain 16, Austria 15, Eire 15, Southern Rhodesia 15, Gold Coast 13, Iran 13, Kenya 13, Jamaica 11, Hong Kong 11, Argentina 10.

The total attendance in 1947 was higher (441,462) but that was exceptional in being the first exhibition since the war and the attendance was nearly double that of any previous radio exhibition.

Radiolympia 1949 included the largest demonstration of television ever given in any part of the world with a full size studio and 200 receivers in action. It is estimated that 250,000 saw the B.B.C. studio and 60,000 saw a firm's demonstration of television in colour which it was made clear was for industrial and technical purposes and not likely to be available in Great Britain at any rate for entertainment purposes for some years to come.

In spite of the immense interest in television, nearly all exhibitors reported substantial trade buying of radio receivers and radiogramophones. Hundreds of thousands of radio receivers were sold to dealers and large numbers of the public are stated to be replacing their old sets with models they saw at Radiolympia.

Factors making for the increased sales of radio receivers of all types were stated to be the need for replacement of outworn sets, the provision of new models catering for many needs, improved design and cabinet work, rockbottom prices and a realisation that television is an additional service and does not take the place of sound radio programmes.

Television receivers were also sold in thousands to dealers in both the London and the Midland television areas and there were good sales of both indoor and outdoor aerials for television reception.

Tape recorders, shown for the first time at Radiolympia, aroused great public interest and wire recorders were sold abroad.

There was considerable interest in the electronic section and instrument manufacturers and component manufacturers reported good export inquiries.

Mr. F. W. Perks, chairman of the exhibition organising committee of the Radio Industry Council, said at the close of the exhibition:

"Radiolympia has two aims — to stimulate public interest in the development of radio, television and electronics generally, and to sell our products at home and abroad. Both aims have been achieved. Public eagerness to have television is proved, but it is no longer preventing the replacement of old radio receivers."

UNIONE TICINESE.

A full report of the 75th Anniversary Banquet and Ball held on Sunday, October 23rd, 1949, at the Dorchester Hotel, will appear in our issue of Friday, November 11th, 1949.



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