

NEW ACCOUNTS

Phoenix Biscuit Co. Pty. Ltd., sponsoring Jimmy Kemper transcription, including old time ballads and modern numbers presented in unique form every Monday evening at 8.15. Exclusive in Victoria to 3UZ. Advertising agency: Rickards Advertising Service.

Victorian Dried Fruits Board, two afternoons weekly from 3UZ. Educational women's session to popularise the use of dried fruits in cooking. No agency.

Robur Tea Co. Ltd. Robur Afternoon Tea Club 3.30 to 4 p.m. Monday to Friday-inclusive from 3UZ. Talks and hints etc. to interest women. Account through Richardson & Co. Pty. Ltd.

Tilbury and Lewis Pty. Ltd. Direct announcements from 3HA Hamilton, featuring Van Ruyten Radio Receivers. Paton.

Nitrogen Fertilisers Pty. Ltd. C/o Mercantile Exchange, 380 Collins Street, Melbourne, have signed up with 3KZ for a series of 100 word announcements.

Henry Berry & Co. Pty. Ltd., of 568 Collins Street, Melbourne, have renewed their 100 word announcements contract with 3KZ. Copy is coming from Gordon & Gotch.

Bushells Blue Label Tea have renewed their 100 word announcement contract with 3KZ. Announcements are being prepared by the Continuity Department.

F. S. Walton & Co. Ltd., 323 Flinders Lane, Melbourne, have renewed their contract with 3KZ for a number of quarter-hour sessions featuring Summer Breeze fabrics and O.B. leader sheeting. The sessions will be heard three times a week.

Orange Top Cabs are releasing through Station 2CH a series of 10 minute sessions under the title of "Flying Blind." The entertainment is in phantasy form, and is a product of the 2CH organisation.

2CH is presenting a special "Pick of the Week" Session each Wednesday night on behalf of Vacuum Oil Company, in which specially selected new release records are featured.

LINKING OVERSEAS

Interesting sidelights on the Broadcasting Business as it concerns the children in U.S.A. have been revealed to Aunty Val, of 2GB, since she linked up her session for children with an "Australian Session" conducted by Dorothy Dunstan for KOL, Seattle, on behalf of one of the big U.S.A. candy stores. The KOL session opens with a Coo-ee and the children are told stories from the Land of the Kangaroo.

In response to a request put over the air by Aunty Val, children in hundreds are sending in their names so that Aunty Dot will find them American pen-friends.

In America, Miss Dunstan writes, the winners of children's radio competitions are rewarded by prizes that go into many hundred dollars—small fortunes, in fact, which if wisely invested would give their winners an income for life.

HIGH FIDELITY SETS DEMAND IMPROVED BROADCASTING PLANT

(Concluded from page 2)

would produce the most practical results. "The decision on the adoption of any high fidelity standards," it stated, "must balance the improved quality of reception in a restricted area against less perfect reception over a greater area."

Various meetings and conferences held with representative committees of the Institute of Radio Engineers and the Radio Manufacturers Association during the year were reviewed by Mr. Chambers. These related to proposed operating standards and methods of improving them, and all tended to bring out that the station sells what "goes off the antenna," rather than what goes into it.

Because of existing conditions, the committee explained it is drafting a Handbook of Broadcast Stations Operating Practices, being assembled and edited by J. C. McNary, technical director of the NAB. This publication, Mr. Chambers said, will be designed to assist engineering personnel of member stations in attaining the maximum capabilities of their station installations. It will recommend operating standards and will standardise and give information regarding the methods of determining and improving operating conditions and characteristics, he declared.

Recommendations Approved

Recommendations made by the committee, subsequently adopted by the convention, were as follows:

(a) That all stations place in the hands of their operating personnel the necessary testing and measuring equipment of the latest type, to assure the maximum operating capabilities of the station equipment.

(b) That the Engineering Committee be instructed to complete the work on the proposed Handbook and that this Handbook be published for distribution to member stations.

(c) That there be further study and analysis of technical practices and standards with a view toward improving the use of the facilities of member stations to attain a higher standard.

(d) A furtherance of the co-operative action by the RMA, the IRE, and the NAB to improve the results of the entire radio broadcast system from microphone to loudspeaker.

WOMEN'S SESSIONS

Women's sessions are always a subject for discussion among broadcasting executives. Some say that the average woman does not listen to these special women's sessions, but on that point we must definitely disagree. Mrs. Gray of 2KY has one of the most interesting sessions, according to some women. After all, which ever station one follows, is purely one's own point of view.

BROADCASTING BUSINESS

February 8th, 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. I—No. 20

FRIDAY

FEB. 15, 1935

Subscription

10/- P.A. Post Free

Single Copy 1/-

A YARDSTICK for buying Radio Time

Perhaps Advertisers can know something of Relative Station Values before spending Money

By Douglas Taylor

RADIO broadcasting as an advertising medium has now reached the point where "space buying" in the sense of time and station selection is of major importance. When there were comparatively few good stations available, and only one or two good chains, and when there was ample selection of time available, the space buying problem was somewhat comparable with that existing in selecting a newspaper in a one-paper town; or that would be involved in buying space in women's magazines, if there were only one outstandingly good magazine available.

But to-day the situation in radio is very different. On one chain, for instance, in four important cities there are two stations available in the net work. Are they equally good buys—and if not, which is preferable? Immediately a space-buying problem arises.

Here is another case recently mentioned by a large user of radio: A large city in the South has two local stations, each of which is affiliated, as a supplementary to a large basic network. A survey reveals that a basic network station 600 miles away regularly reaches about 50 per cent. of the listeners in that city, as compared with a little over 80 per cent. reached by the local supplementary stations of the same or a competing network.

Now as a straight matter of space buying, will the other factors involved in radio, such as the value of his own programme, the competing programme, and all the other factors that go into radio, enable an advertiser to get a good enough coverage in this Southern city in using the basic network that has a station located 600 miles away; or is it necessary

A Suggestion

Going back to the fundamental of all media and all circulation—the audience—it is possible to go on down through the various elements that determine circulation until we get to a point where we have a more or less common denominator for radio and for many other media.

To simplify this, let us visualise a newsstand in Central Station. Here a certain number of people walk up and buy newspaper A, others buy newspaper B, and others newspaper C. A certain number buy one national weekly, a certain number buy another. The same holds true among women's magazines and humorous publications and general monthly magazines.

But in each case these people walk up to the newsstand and buy the publication of their selection because of their expectancy—because they expect to find material in this or that publication which will interest them and be to their liking.

The same thing holds true of subscription or home delivery circulation, at least up to the point where it becomes influenced by artificial stimuli which may or may not exist, and which it is part of the advertiser's job to detect.

(Turn to next page)

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YARDSTICK—BUYING TIME—(Continued from page 1)

In other words, the basic element in natural, worth-while circulation is the expectancy of consumers that influences them to prefer this publication over that, and which influences more of them to prefer this publication against that.

Now, if we can reduce media to that simple contemplation, isn't there something here we can apply to radio?

"Expectancy Factor"

In order to get away from all of the controversy and argument that surround the mere mention of the word "circulation" as applied to radio, why not apply a new term—"Expectancy Factor?" Right here let us agree on one thing, because in discussing this with several advertisers and agencies it seemed to be very important. In using this term "Expectancy Factor" we do not refer to the expectancy of the advertiser as to acceptance or accomplishment, but rather the expectancy of the individual consumer or listener as to where he will find that which will win and hold his attention.

This expectancy factor can be said to be based on three elements.

1. The popularity of an individual station in a given city or area.
2. Time.
3. Attraction of competing stations at that time.

There are many sources of information that are valuable to an advertiser who has his programme on the air and wants to find out if it is going over. He has his applause cards, and investigations among his dealers as to the reactions received from consumers, and reports of surveys made under the sponsorship of the Association of National Advertisers, and others. Similarly, the advertiser running in newspapers or magazines has certain fixed tests that he may apply to his campaign while it is running, to determine its effectiveness.

But we are here thinking more in terms of the programme that is not yet on the air—the advertiser is about to begin a broadcasting programme and wants to exercise every possible assurance as to the selection of his stations or chain before he commits himself and signs his contracts, rather than after.

A broadcaster's chances of getting an audition for his programme before a certain number of people, at a given time, on a given station, depends upon three things:

1. The number of receivers likely to be turned on at that time.
2. The number of receivers tuned in at the given station at that time.
3. The number of sets that are seeking a new programme at that time.

All three of these factors are supplementary to each other, but not necessarily complementary. As a matter of fact, one may very definitely work against the other.

Of course, generally speaking, we can take certain hours of the evening and, by and large, find more radio sets tuned on then than at certain other hours. Probably there are more listeners at 9 p.m. than at 12 p.m. But whether there

are more turned on at 8 p.m. than at nine, or more at eight-thirty than at nine-thirty, is not so well established. In fact by inspecting some available reports, we find there is a great variation as between nights of the week.

Now, if we find a large percentage of the sets turned on at eight-thirty on Tuesday evening, one might say that was an excellent time to go on the air, because at that time a lot of people are listening. But suppose we find that this large audience is due almost entirely to the fact that an outstandingly good programme is on the air at that time. Then it might be logical to avoid that particular period, and either seek to follow it or deliberately pick some time during the week, within reasonable limits as to hours, when the listening audience seemed to be particularly low. Then we might have particularly weak competition and be in a better position to dominate the air ourselves just as this one programme does at eight-thirty on Tuesdays.

Seek or Avoid

So the number of sets turned on, first of the three considerations, may be just as much an index of what to avoid as it is an index of what to seek. It does show, of course, the degree to which people expect to find something to their liking on the air at that particular time. But it may show that expectancy so highly concentrated on one programme that it would be a very poor index of desirability.

On the other hand, if we found this large number of radio sets pretty evenly distributed over two or three or more programmes, the situation might be very different indeed.

The current practice of certain advertisers and agencies, who have been very successful in the use of radio, is to select very carefully a popular programme and then secure the immediately following time on the same station. The foregoing is an application of this principle, in part. And it works well so long as all of the following conditions hold true: That time immediately following an outstandingly popular programme can be secured, and when there will not be another programme at this same succeeding time on another station which is outstandingly popular—therefore winning away, automatically, a large proportion of the audience established by the preceding programme.

But to get this combination is becoming increasingly difficult as programmes improve and become more numerous.

As to the third element—the number of sets that might be seeking a new programme, and the relative expectancy of one station compared with another among those people tuning those sets—this is important as deciding what station to go on after the foregoing two elements have determined whether or not we should go at all, at a given hour.

It is very evident that there has been a tremendous increase in the number of people who have established in their minds definite programmes at definite hours on

February 15th, 1935

definite stations to which they will go. But the degree to which people do this is still a highly variable factor, and always will be.

Fishing!

There still are an enormous number of people who, at many times during the week, turn on their radio sets without knowing what they are going to get. How many people start at one end of the dial and just fish along until they find something they like; and how many turn first to one definite station because they expect to find something they like there, and if disappointed, turn second to another station, and third to another station, is still pretty much unknown, but probably those in the second class are increasing very rapidly in number.

This class undoubtedly is large enough to be a very important factor in media selection in the radio field. If it were possible to take some of the reasonably popular programmes and segregate their audience into two groups (1) Those who definitely kept a date at that station and that hour with that programme, (2) Those who found the programme, either because they were already tuned in when it came on or through seeking something they would like, it is probably true that the second group would constitute a sizeable percentage of the total audience.

This is true even though the number in the first group might have been built up to very sizable proportions. But the important thing is that every advertiser no matter how good his programme must start off his run without any established "first group," beyond that of the performers.

All of this sounds very complicated and hard to do. But after all, most of the material is already available, and the machinery is pretty well set up for establishing the balance needed.

There are already available one or more reports that enable us to determine the first element of this expectancy factor—which stations, at certain hours, offer predominantly established audiences through programmes of outstanding popularity that an advertiser might seek to follow on that station.

These reports also give us the second element—whether or not if we follow that programme on that station, we will have to compete with an outstandingly popular programme on another station.

Station Popularity

The only element needed to complete this set-up of establishing the expectancy factor on stations or networks, so far as these present surveys go in geographic extent, is to determine relative station popularity—that is, to what extent people turn first, and second, to this or that station, simply because they expect to find something there to their liking, without knowing definitely what programme it will be.

As this is written, a group of important users of radio is attempting to establish something that might correspond to the Audit Bureau of Circulations in the radio

February 15th, 1935

field. Somewhat along the lines of the splendid work the Association of National Advertisers has already sponsored, but so organised that others could share in the costs beyond the present limitations, thereby not only reducing the amount per share of cost, but also making possible considerable amplification of the work. There is discussion and difference of opinion as to whether radio broadcasting stations and chains should participate in this cost, and if so, who.

It would seem that if this third element which goes to make up the Expectancy Factor is added to the splendid work al-

ready carried on, it may not hold the answer to whether or not the stations and chains should be allowed to participate, but certainly it would hold the answer to why they should participate, if allowed—for the very same reason that most publishers are glad to participate in the cost of supporting the A.B.C.

And the more advertisers there are who do not want to compete with outstandingly popular programmes, but prefer to take their chance when no one advertiser is dominating or owning the air, the more vitally important is this third element in establishing the Expectancy Factor.

VICTORIAN REPRESENTATIVE

For Northam Broadcasters Ltd.

—Mr. A. S. Dye Appointed

Members of the Radio Trade and the Commercial Broadcasting World in particular will be interested to learn of the recent appointment by Northam Broadcasters Ltd. of Perth, W.A., of Mr. A. Siebert Dye as their Victorian representative. Mr. Dye, a Victorian by birth, has been actively engaged in Radio in Western Australia for the last three years and prior to that was interested in its various phases since about '22 or '23.

Born in Melbourne and educated at that city's Church of England Grammar School, he spent the earlier parts of his career in the commercial world. Heeding the call to try other things, he left Victoria for "Gropeland" and arrived in Perth in '32.

He immediately gained a position as country representative for C. S. Baty & Co., Manufacturers of "Batyphone" receivers and dealers in "Crosley" refrigeration and after a long and happy association with that firm during which time he achieved considerable success, he was appointed to the announcing and copy-writing staff of W. A. Broadcasters Ltd. Thereafter and until just recently, he appeared before the microphones of stations 6ML and 6IX.

Originally engaged for day-time announcing and relieving duties, his work was sufficiently appreciated for him to be entrusted with several noteworthy evening broadcasts from 6ML, the pioneer Commercial Broadcaster of W.A. Among

EAVESDROPPINGS

THIS is a column devoted to candid comment on performances at commercial stations. It is hoped that the unbiased opinion of an outsider will be of some use to advertisers and broadcasters alike. Our critic will listen in to any particular programme desired by advertiser or station, it being necessary only to advise either our Sydney or Melbourne office as soon in advance as possible.



MR. A. S. DYE

these responsibilities was the handling of State-wide 'B' class hook-ups sponsored by a party in the last Federal elections.

Quick to realise the value of a man with Mr. Dye's experience and ability, Northam Broadcasters Ltd. engaged him to watch their interests in Melbourne.

All those requiring information dealing in any way at all with Northam Broadcasters Ltd. (owners and operators of Station 6AM Northam) or Whitford's Theatre Ads., can get in touch with Mr. S. Dye at his Melbourne office, Henty House, 499 Little Collins Street, Melbourne C. 1, Victoria.

The Lee-Murray Players, 3AW. Tuesday, February 5th, at 9.15 p.m. Studio feature. A good combination of players who put over a fine performance of "The Calendar." Fred Tupper was in his element when he was doing the B.B.C. racing stuff. This session is worthy of a sponsor's attention.

The press last week-end contained a report about the four-masted schooner "Seth Parker" which was reported to be in distress about 300 miles North of Tahiti. It was also reported that H.M. A.S. Australia was asked to go to its assistance. There seems to be some idea that the whole thing was more or less a joke, or that they did not really mean the "Australia" to go to their assistance.

The interest to broadcasters regarding the "Seth Parker" is that it is under charter to Phillips Lord, one of America's leading radio stars, and is equipped with radio apparatus to broadcast regular programmes to America while on a world cruise. We are also under the impression that this cruise was financed by advertising sponsors, who have been very interested in the Seth Parker programmes broadcast from various American stations over the past few years.

"The Trial of Phyllis Dale," from Station 3DB, at 9.30 p.m. on February 4, 6, 11 and 13, is sponsored by "The Listener In." Only the first two instalments have been heard to date, the first being considerably better than the second. On the opening night of the trial the court atmosphere was caught splendidly, particularly in the examination and cross-examination of the boarding-house keeper. It was more difficult on the second night to get the points that the prosecuting and defending counsels were trying to make, and when the case for the prosecution closed on Wednesday night, a clear case had by no means been made. Generally, the play was good—but the transmission . . . !!!!!

Complaints have been made in Adelaide about the Broadcasting Commission offering the South Australian Jockey Club to carry out the broadcasting operations free of cost. It is claimed that the Commission is butting in on private enterprise, and is using the licence fees to do this. Quite a number of listeners do not care for racing broadcasts, and added to the fact that the action of the Commission may help to cripple private enterprise, there is the question of whether the A.B.C. is not exceeding its charter.

"The Air Adventures of Jimmy Allen," over 2GB and 3KZ nightly at 7.30, is sponsored by Pepsodent (Aust.) Pty. Ltd. There are people we know who put their hands to their ears and flee in terror before the Americanisms. Several complaints about Americanisms from commercial stations have been appearing in the Melbourne papers—of course, it may not be the "Jimmy Allen" series.

Radio Announcer George Hardman of 4BH Brisbane, confirmed a report the

other day that he had inherited a fortune from his grandmother in England. It is understood that it will be several thousands of pounds. He is apparently very fond of Queensland and has no intention of throwing up his good job. He is known to 4BH listeners as "Uncle George." It is to be hoped he won't be a "Hard man" when he gets the "dough."

A visitor to Sydney last week was Mr. R. Lincoln, Manager of Station 5KA Adelaide, who made it his business to contact all their clients in the "Harbour City." Melbourne is also receiving his attention during the visit, and it is understood that 5KA activities will receive greater publicity in the Eastern States in the near future. Mr. Lincoln can certainly display evidence of an enterprising station.

"The Wandering Mike at the Mutual" over 3DB at 10 a.m., sponsored by the Mutual Stores Pty. Ltd., is a session made worth while by the obvious sincerity of the commentator—Louise Humphries. Gets women's interest and holds it, which is more than a number of other sessions manage to do.

Vickers-Willis, 3AW astrologist and meteorologist, talks at 3 p.m. daily. V. W. States that his biggest job is to fight down prejudice. Listen to him a couple of times, and you will realise the import of this statement. Has a great reputation as a weather prophet and more than once he has put the Weather Bureau to shame. If you want to know when not to play golf listen to V.W.

February 20th is reported to be the date on which 4WK, the new Queensland Station at Warwick, will commence operations. The wavelength will be 333 metres, with a frequency of 900 K.C.

Interest is already being manifested in "The Trial of Phyllis Dale," from 3DB, as already "judgments" are being forwarded to the station, with the trial only half finished. That's what we would call jumping to conclusions.

People who live out in the country, 100 miles or more from the capital cities, do not get much service from their radio sets, and in comparison with the people within the 100 miles limit, certainly do not get their 12d. per 1/- on their wireless licence. One of these days the country areas may be served, particularly if the authorities decide to put up a long wave station with plenty of power behind it.

From the beginning of March about 18 transcriptions will be running from 3KZ. They vary from the discontinuous comedy type to the continuous Jimmy Allen serial.

Station 5MU, Murray Bridge, is one of the three radio stations now comprising the units incorporated in "The Advertiser" Broadcasting Services, Adelaide. The others are 5AD Adelaide and the Regional Relay Unit 5PI, located at Crystalbrook. Reception reports over the Murray River district indicate that 5MU is giving excellent service. This station transmits on 206.8 metres.

EAVESDROPPINGS *Continued*

Syd. Morgan, 3KZ's Manager, is taking a well-earned rest by the seaside. Presumably to hear what the wild (not sky) waves are saying.

It is reported that Pastor Arnott of the Church of Christ has advocated the Council of Churches to disassociate itself from Broadcasting Station 2CH in advertising cigarettes etc., over the air. It will be interesting to note whether the revenue from the "Time for a Capstan" announcement will carry any weight.

Prizes in the competitions held during the 8.30—9 o'clock session conducted by Miss Gwen Lawrence every Saturday morning from Station 2KY, are awarded by The Globe Trust and Finance Co., and the "Dorothy" Lingerie Shop. This session, with its bright and entertaining features, is attaining great popularity, and that it is greatly appreciated by listeners is proved by the number of congratulatory letters received.

Complaints have been received from all over the Commonwealth by the Federal Government, regarding electrical interference to broadcast programmes. In view of this, the Federal Government is considering some action to minimise the trouble. These complaints suggest that the majority of interference comes from electrical undertakings. The P.M.G.'s Department have the question of the limitation of interference under consideration, and its inspectors are endeavouring to seek the co-operation of users of electricity. It has been suggested in official quarters that better results might be obtained if the Government was given complete control of broadcasting in Australia.

The competitions conducted in connection with the 2KY Players' weekly presentations have proved a tremendous success. In last week's competition, an entry in Braille was received, also a letter in the same type from a different source, congratulating the station on this entertaining feature.

Alec. Marshall, 2UW's Chief, has just completed entirely revamping the old 2UW transmitter, and it has satisfactorily passed tests during which it was called upon to take over the programme from the new transmitter. The former will now be available at a moment's notice as a safeguard against programme interruption, and will also serve as a means whereby the regular transmitter can obtain a "breather."

Al. Hammett, the well-known saxophonist, broadcasts through Station 2KY every Monday night at 7.15. This new feature is sponsored by The Hammett School of Music.

Messrs. Pickeral and Walls of 4ZN Dunedin, New Zealand, are at present in Sydney on a short holiday and business visit. Among other things (they are staying at the Oriental, Darlinghurst by the way) they have been putting in some good sight seeing in the local stations and some of our larger radio factories.

The "Darby & Joan" Breakfast Session from 2GB at 7.40 a.m. is a real babble. Certainly there are some witticisms transmitted through the "mike" occasionally, but the general babble and discussion is so unlike the average Australian home, that we wonder where the originators got the idea from. Darby and Joan for breakfast is almost enough to put anybody off their food.

NEW ACCOUNTS

Russell's Yeast Pty. Ltd., 422 Collins Street, Melbourne, have signed with 3KZ for a quarter-hour daily. Gordon & Gotch is the agency concerned.

Wiltshire's Pty. Ltd. of Wiltshire St., Richmond, have gone on to 3KZ for spot announcements. Account direct.

J. Granger, Tailor, 331 Lonsdale St., Melbourne, has signed with 3KZ for a series of quarter-hour sessions. Account direct.

W. H. Johnston, Leather Goods Manufacturers are coming on to 3KZ sponsoring a half hour session. Account through A. J. Naylor Advertising Service.

The Shell Company of Australia Ltd., 163 William Street, Melbourne, are sponsoring a half hour session on Saturday nights from 3KZ. Special recordings provided by the Shell Co. will be used. Account direct.

CORRECTION.—On page 8 of last week's issue was published a new account by 2CH mentioning that a special "pick of the week" session every Wednesday night was being sponsored by Vacuum Oil. This is incorrect, as we have been informed by Mr. Fowles, Production Manager of 2CH, that this session is sponsored by the Neptune Oil Company, and includes the pick of the new release recordings of a special character. This is a quarter-hour session, commencing at 8.35 p.m. every Wednesday evening, and the product featured is the Veedol Motor Oil.

24 Hour Broadcasting Service

Unique Introduction by 2UW

The enterprise and progressiveness of Station 2UW have been further exemplified by the recent announcement that the Directors of the Commonwealth Broadcasting Corporation Ltd., Proprietors of Station 2UW, have decided to commence on Saturday, February 23rd, a 24 hour day broadcasting service. Permission has been received from the P.M.G.'s Dept. for this to be put into effect, and 2UW Directors feel that it will be one of the most successful steps they have taken since they entered the broadcasting field.

To provide entertainment for listeners, 24 hours a day, 365 days a year, in other ways, an absolutely continuous service, is something which will take quite a lot of organisation.

Vol. I.—No. 21.

FRIDAY

22nd FEB, 1935

BROADCASTING BUSINESS

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

Something a Gargle Won't Cure "ANNOUNCER'S MOUTH"

Perhaps Sales Training for Announcers is the
Remedy for Extravagant Accents on
Innocent Adjectives

By P. H. Erbes, Jr.

THIS piece purposes to call attention to an advertising affliction that infects the broadcasting of many radio programmes. "Announcer's Mouth" is as good a name as any for it. It will not, although considerable restraint has been required, be referred to in any of the subjoined paragraphs as "A.M."

Announcer's Mouth, let it be noted, is not a physiological ailment. There probably isn't any opportunity here for the discovery of some special sort of gargle. Announcer's Mouth has its roots in a seemingly unnoticed peculiarity of the spoken word itself. And in the understanding of that lies the simple remedy, although it will still no doubt be advisable for the subjects to see their dentist occasionally.

Announcer's Mouth, in less cryptic terms, is the unseemly exaggeration that seems to be cropping up in many sponsored radio programmes. Products that for years have had the benefit of dignified assertion of fact in their advertising seem to be heralded over the radio as astounding discoveries, indispensable boons to the present structure of society, the bulwarks of its future. Be it monkey-wrench or mayonnaise, cigar or soft drink, you and your well-known loved ones proceed on life's path without them at your own imminent peril. These, remember, are in many cases the same advertisers whose printed advertising messages seem conservative, believable and non-irritating.

Why the Difference

And why is there this difference in the quality of appeal between radio and printed advertising? Is it because advertisers feel that in radio advertising they can be more extravagant than on the printed page, that the ear is more gullible than the eye, or that only credulous people listen to the radio?

To the credit of most, it may be said, that such is not the case. There is a simple proof to establish that point, which likewise makes evident the cause and cure of Announcer's Mouth.

Turn on the radio and listen to a few advertising pronouncements. The disease, of course, has by no means unanimous coverage, but you'll come across an extravagant, false-ringing message soon enough. The voice may be unctuous or maudlin or plainly evangelistic. In any event, the words about the product seem far too inclusive of human benefits to be true. And they irritate with their suave arrogance. Some advertising continuities bring a none too faint remembrance of swarthy gentlemen who, the Indian princess having finished her dance by torchlight, proclaimed the marvellous merits of their multi-herbed cure-alls.

Remember well the announcer's words, noting particularly how extravagant seemed his adjectives. Seek out a printed advertisement of that same advertiser, for that same product. In many instances will be found in the printed copy exactly those same words, or words very like them that rang so falsely a few minutes

before. Yet, you find them readily acceptable to your mind; they seem authentic, well-founded facts.

This points to a simple, fundamental, but apparently easily overlooked, conclusion:

Proper Care Necessary

The same calm, factual statement that in print is readily and faithfully accepted can become a discredited, irritating blurb when rendered by the spoken voice—unless the proper care is taken. In advertising by the spoken voice there is a factor beyond word selection that must be controlled—the emotional intonations of the human voice.

When a person reads he puts his own accents and inflections on the words before his eyes. The mind translates each statement in a comparatively even cadence, according to the words a degree of emphasis compatible with the reader's experience. Furthermore, there is an established tendency, born of the years, to believe almost anything seen in cold print.

But when a message is conveyed by another's voice and that voice has been charged high with enthusiasm; the believability factor takes on different proportions. The properties for emphasis and emotion in the human voice can make the simplest statement or adjective seem

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