EAVESDROPPING

Syd. Morgan, 3KZ's Manager, is taking it very seriously and has put in the “pipe” a “whistle.” Presumably he wants to hear what the wild (not always moving) “pipe” is saying. Once more, a scheme that will not be missed for any money !

It is reported that Pastor Armit of the Church of Christ has advocated the closing of Broadcasting Station 2CH, because broadcasting it would be of no use to the district. This station in the light of the present situation is, of course, an absolute disaster. Certainly there are some wireless transmitters through the “pipe” are heard occasionally, but the general broadcasting is an absolute waste of money. We wonder where the originator of the idea of the “pipe” gets his idea. If the “pipe” is for breakfast, then 3KZ is almost enough to put it to sleep.

NEW ACCOUNTS

Russell's Yeast Pty. Ltd., 422 Collins Street, Melbourne, have signed 3KZ for a quarter-hour-Gastronomic feature. G. G. Stock is the agency concerned. Wilkisby's Pty. Ltd., 14 Whyborne St., Richmond, have put on 3KZ for spot advertising. Acron, 278 William St., Melbourne, are booking a half-hour session for 3KZ, for a series of quarter-hour sessions. Account handled by B. H. Johnston, Leather Goods Manufacturer, 422 Collins Street, Melbourne.

The Shell Company of Australia Ltd., 163 William Street, Melbourne, are booking 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 VESDROPPINGS it is reported that 2CH, mentioning a special "pick" at 7.15 p.m. on Monday night was being sponsored by Vacyum. Nothing of the sort has ever been informed by Mr. Fowles, Production Manager of the station. A radio broadcast is sponsored by the Neptune Oil Company, and, therefore, no doubt the 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.

Something a Gargle Won't Cure

"ANNOUNCER'S MOUTH"

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

By P. H. Erbes, Jr.

Why the Difference

And why is there this difference in the quality of appeal between radio and printed advertisements? 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 that this point, which makes apparent the cause of Announcer's Mouth: it is as well-founded today as it was yesterday. There probably isn't any opportunity here for the discovery of some special quality in the voice of the announcer. Announcer's Mouth has its roots in a serious but not completely understood weakness in the spoken word itself. And in the understanding of that lies the simple remedy, although it still may not be advisable to the authorities.
ANNOUNCER’S MOUTH

(Continued from page 1)

a flattering exaggeration that the most unprivileged written copy couldn’t possibly equal. To print a work like “remarkable” may seem conservative enough, but when the matter is condenser or a too-brief reverence, it is only an “acknowledgment” package to your reader’s in-tay” in print a la “monumental.”

The cure for Announcer’s Mound seems to lie in provision for a full range of “spontaneous” suggests crescendo or a friendly urging; over the radio it often becomes an impertinent ultimatum.

Destroy Confidence

It is a well-known fact that announcements may be placed in spoken advertising as an advantage of that form to salesmen. But carried beyond the point of advantage of that form. But carried

Emotional rendition of

...to the Barrymore family. Radio

The technique in fine, emotionally

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Radio Technicians Submit Log of Rates and Conditions

All Broadcasting Stations Implicated

Early Appeal to Court

THE Professional Radio Employees’ Institute of Australia has submitted to the Broadcasting Stations throughout Australia, in the hope that the stations would see their way clear to enter into an agreement with that body, containing the provisions of the log.

It is understood that no attempt was made by the broadcasting stations to negotiate at this time, and that the final stage of negotiation will be through the present log, if the present proposals of the P.R.E.I.A. are not acceptable to the stations.

The log submitted to each station is as follows:

**Appointments**

Any employee, who by reason of sickness or accident is unable to perform his duties, shall be entitled to be paid for the time during which he is unable to perform his duties, the number of hours of such duties as he can perform being paid at the rate of time and a half if such duties are harmful to his health, or at double rate if such duties are not harmful to his health.

Sick Leave

Any employee, who by reason of sickness or accident is unable to perform his duties, shall be entitled to be paid for the time during which he is unable to perform his duties, the number of hours of such duties as he can perform being paid at the rate of time and a half if such duties are harmful to his health, or at double rate if such duties are not harmful to his health.

Vacation Leave

Vacation Leave shall be granted to each employee for a period of two weeks, in one of which the employee shall be paid at the rate of time and a half, and in the other at double rate, except as otherwise provided in the claim.

Vacation Leave for Employees who are members of the Broadcasting Stations’ Employees’ Institute of Australia, shall be extended to a period of four weeks, in one of which the employee shall be paid at the rate of time and a half, and in the other at double rate, except as otherwise provided in the claim.

**Duties**

Any employee who is unable to perform his duties, shall be entitled to be paid for the time during which he is unable to perform his duties, the number of hours of such duties as he can perform being paid at the rate of time and a half if such duties are harmful to his health, or at double rate if such duties are not harmful to his health.

**Recruitment Leave**

Recruitment Leave shall be granted to each employee for a period of one week, in one of which the employee shall be paid at the rate of time and a half, and in the other at double rate, except as otherwise provided in the claim.

**Continuity of Employment**

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**Wages**

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The stories that the commercial station has a background impression of, we shudder to sessions; The broadcasting fraternity has always known the · "Aggie" (2UE) BraiHe * * * the 'phone. He is mightily pick-ups American type. * * * the stations to do with· race air but is that they owe quite a lot to the record "kan"), * * * * * * reading in dicator which will apply to any * * * Some readers to parts of the TBD "Falling weekly, there are a dozen. wildflowers" (2UE) wrote to the * * * 10.15 every Session 9.30 every early morning session at 6 o'clock, in * * * C.D. Stores in Melbourne backed the "Aggie" (2UE) wrote to "The Mail ing a generous allowance for the 326 sponsored Sessions for this firm, * * * Smith & Ross Ltd, 29.15 Wentworth Avenue, have linked up with 2GB for more ads, con- * * * 10,000 VISITORS At the end of January Station 2HD closed the grand gala winter visiting. The book shows that visitors have come from all parts of the Commonwealth, the U.S.A. and Canada.}
BROADCASTING BUSINESS
February 2nd, 1935

SUBSCRIPTION FORM

Please send me your Weekly Business Paper for 52 issues, post free, commencing with the next issue. Remittance must be enclosed.

NAME

ADDRESS

PUBLISHING OFFICE

The CIRCULATION MANAGER, "Broadcasting Business"
Box 7365, G.P.O., Sydney.

P R E S S P R O M O T I O N

The text of your advertisement is fully protected.

Printed by F. H. Booth & Son Ltd., 31 Burton Street, Sydney, for the Publisher, Oswald F. Mingay, Woodside Avenue, Lidcombe, of Australasian Radio Publications Ltd., 19 Castlereagh Street, Sydney.

To order: 10/- P.A. Post Free
Single Copy 1/-