

ONE of the bright little incidents of the opening night of the show was the opportunity afforded country visitors in particular, and other listeners in general, of meeting the announcer of 2YA, Mr. Clive Drummond, and the editor-announcer, Mr. John Ball, with both of whose voices listeners are so familiar. When the chair-

Radio Announcers Falsify Expectations

immediate response. Listeners from as far afield as Hawera, Feilding, Akatarawa, Whangarei, Dalefield, Gore, Nelson, and many other parts of the Dominion, who were present, immediately made themselves known to Mr. Drummond and Mr. Ball.

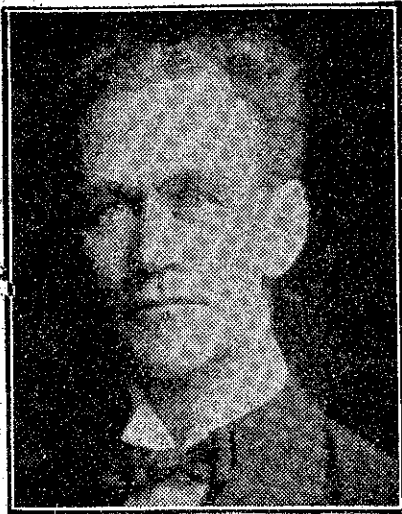
Chatting with one or two of these instant listeners, it was interesting to find in what degree Mr. Drummond measured up to their prior expectations. One listener was very amused in making the confession that his original conception of Mr. Drummond's appearance was that he was a tubby, stout man of 55, corpulent and good-humoured, and decidedly bald. Far from fulfilling these specifications, Mr. Drummond is of medium height and lean build. His portrait has already been published, but for the sake of those who may be labouring under the disastrous conception of this distant friend, his photograph is reproduced, as also that of Mr. Ball. Mr. Ball, by reason of his recent visits to various parts of New Zealand, is perhaps more extensively known in appearance than Mr. Drummond. Both announcers were pleased to meet so many who listened nightly to their voices. These listeners were most enthusiastic and expressed the highest appreciation of the interest they found in radio.

ON the second evening again the same privilege was accorded the audience, with the most enthusiastic response. Mr. Drummond in particular was a lure, the desire being to personally meet the "Good-Night Man," as many listeners call him. One listener from the country especially excited a great deal of amusement by offering Mr. Drummond half-a-crown to display his "Good Night," in order that he could count the "o's" in it. This gentleman had a broad and native humour, which convulsed those in his immediate vicinity. Mr. Drummond's good nature was able to cope with the occasion, but he could not respond to the challenge.

In closing down at 10.30, with hundreds of people waiting specially to hear his "Go-o-o-d-Night," Mr. Drummond utilised the audience by pausing after the "Good" and allowing the crowd to finish with "Night," which they did to decided advantage.

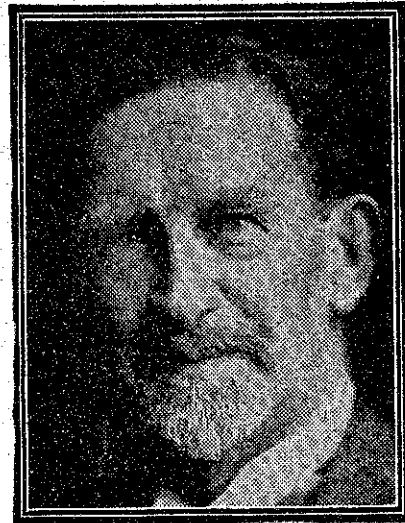
As on the previous evening, it was interesting to inquire of listeners their former conception of Mr. Drummond's appearance. One man confessed that his mental vision of Mr. Drummond was that of a man of 16 stone in weight, with a bald spot, stout in build, and of a round, rubicund countenance. This listener found it quite impossible to displace his original conception of Mr. Drummond as built

upon his voice, and even while Mr. Drummond was speaking in the hall, he went to one of the stalls that were quietly demonstrating, in order to take his eyes off Mr. Drummond and see if he could replace his original conception with the true picture as recently given him by his eyes. This he found



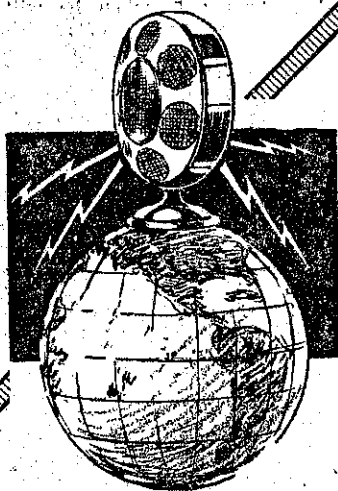
MR. DRUMMOND,
Announcer of 2YA.

man of the Radio Exhibition Committee, Mr. A. J. Heighway, announced that, in response to requests of a number of country listeners who were present, Mr. Ball and Mr. Drummond would meet friends in front of the stage, there was a little stir and an



MR. J. BALL,
Editor-Announcer.

himself absolutely unable to do. He is therefore faced with the problem for the future of juggling with two figures in his mind—his prior visualisation and the actual person! It will be interesting to find which will win.



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