

PATHFINDER

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ON THE AIR

Advertising Adjectives

To grammarians, a verb is the strongest part of speech, but not to radio advertisers. In a survey of 15 national radio programs, the entertainment weekly *Variety* has found that adjectives receive the most voice emphasis and the most repetition. On one program, 28 adjectives were spoken in 15 minutes.

Furthermore, *Variety* discovered that advertisers' favorite adjectives, whether used to describe "cigars or soap flakes" were four basic ones—healthful, convenient, valuable and ugly—and their synonyms. The editors commented: "Commercial radio continuity is apt to be irritating because it is monotonous."

For listeners who grind their teeth over the advertising blurbs accompanying their favorite radio programs the advertisers' favorite adjectives are listed alphabetically under their basic synonyms:

Healthful (or good for you): attractive, brilliant, beautiful, cool, clean, correct, creamy, clear, cooling, cleaner, delicious, delightful, delicate, exhilarating, easily-digested, fair, fluffy, flaky, fragrant, good, golden, gentle, good-looking, healthy, healthier, high (as high vitality), harmless, ideal, kind, lovely, mild, mellow, natural, normal, pleasing, perfect, pleasant, pure, prominent, radiant, real (as real old-fashioned), smooth, soothing, sparkling, sounder, soft, softer, smoother, tender, tingling, thrilling, velvety, winning, well-groomed, wholesome, white, young.

Convenient (or no trouble): daily, easy, faster, fast-acting, light, modern, new, quick-acting, ready-mixed, ready, speedy, safe.

Valuable (or a big bargain): Amazing, all-purpose, better, best, big, biggest, brighter, brisk, careful, choice, double, different, economical, extra-exclusive, finest, fine, full-bodied, favorite, fresh, firmer, genuine, giant, husky, imported, inexpensive, large, largest, more, marvelous, No. 1, plenty, popular-priced, powerful, plump, rich, extra-rich, richest, reliable, regular, special, strong, thrifty, unique, unusual, wonderful.

Ugly (or use our product and avoid this): disagreeable, dull, excessive, grimy, harsh, irritated, lazy, rough, sluggish, slow, tired, unsightly.

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