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It is a fundamental of our business. For instance, take AERIALS. Some people prefer one type, others another. We carry all kinds, in our aim to serve to best advantage. Two successful ideas are offered here—



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**Mastless
AERIAL**

Cat. No. Z.A 296

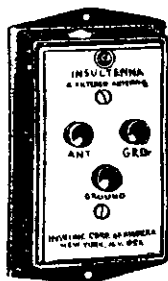
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Postage, 8d.

Can be erected in 20 minutes by anyone who can knock in six nails, and once fixed cannot be blown down. Designed by experts on the latest scientific principles, the MASTLESS AERIAL has received the unqualified approval of the world's best-known radio authorities. Increases volume of all stations and reduces overlap and interference. Neat and unobtrusive, yet the last word in aerial efficiency. Try it on our money-back guarantee.

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This new and improved scientific device replaces outdoor and indoor aerials with startling efficiency. The Insultenna is a very compact unit, measuring only 5in. x 2½in. x 1in., which can be installed anywhere. Thousands of users report freedom from interference and man-made static, often unbearable with old-type aerials. The Insultenna is not a light socket aerial and has no connection with the electric current line—eliminating any possibility of A.C. hum. No lightning arrestor required.



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The Electric
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11 Manners Street, Wellington

"NOT ENOUGH CONTROVERSY IN RADIO TALKS"

Views Of A Speaker Well Known To Auckland Listeners

MOST listeners to 1YA sit back and prepare to enjoy themselves when Julius Hogben comes on the air. Traditionally, lawyers are dry and prosy people, like the statute-books in which they are so continually immersed, but whatever Julius Hogben the barrister and legal expert may be, Julius Hogben at the microphone is both an interesting and an amusing person. And though his own talks are anything but controversial, he holds that, in general, there is not enough controversy on the air.

He has been making himself interesting and amusing to a host of listeners for a good many years now and the engaging quality about his talks is the unexpected and interesting information which he manages to unearth. "I like dabbling," he says, "in out of the way corners of history." Dabbling into the early history of New Zealand provided him with material for the series, "Oh, Lor!" and "Old Thames," which were given from 1YA some little time ago and will still be fresh in the minds of many listeners. More dabbling, this time into English history, provided the material for his current series, "There Always Was An England," which is being heard on alternate Wednesday evenings (next broadcast, November 13, at 7.15).

Long Preparation

But though he gets hold of information which most casual investigators tend to miss, he does not get it without labour, and he has found, over the years, that for a talk occupying 15 minutes he has to spend about nine hours in its preparation. Whatever may be his subject, he likes to have about three times as much material as he is likely to require, just to be on the safe side. In the choice of topics he is fairly catholic in his tastes, but, as he put it, "I like to talk on something I know something about."

Controversial Subjects

While Mr. Hogben does not introduce controversy into his own talks, he considers that, with the object of stimulating thought in the minds of listeners, radio talks should be more controversial than they are at present. "Any subject," he says, "can be made controversial. I could make a controversial issue out of the wearing of black or tan boots."

For that reason, he is a protagonist of the radio discussion and the radio debate. Two competent people, speaking pro and con, could, he thinks, adequately summarise any of the major issues of the day in a 15-minute broadcast discussion. More talks of the type being given from the BBC by J. B. Priestley and Vernon Bartlett, M.P., could, he thinks, be given with advantage in New Zealand by New Zealand speakers.

"Controversial discussions," he says, "would forward the country's war effort.



JULIUS HOGBEN

Could start an argument about boots

No harm could possibly come from discussing Russia's foreign policy, which is the subject of the latest Oxford pamphlet on foreign affairs, or discussing Eileen Bigland's recent book on the same subject. The question of what is to be the basis of peace is another subject which should be discussed, and the fact that we want this or that sort of peace does not make us less determined to win the war."

Microphone Technique

Most of the talks which are heard from New Zealand stations contain a good measure of original thinking, he

believes, but they lack the "punch" which they would have were the speakers as accustomed to a flesh and blood audience as they are to the microphone. For that reason, he thinks that the average singer is better to listen to than the average speaker.

The spontaneity of talks would be greatly enhanced if speakers followed more closely the advice given in the NBS booklets and full preparation was also essential. "The best impromptus," he said, "are those which are well prepared."

Help The Dead-Letter Office

LARGE numbers of letters posted in New Zealand are now being returned from the United Kingdom and other overseas countries marked "Gone Away" and the return of these by the Dead Letter Office to the senders is being hindered in many cases owing to the absence of the senders' surnames and addresses. Even in ordinary times, the Post Office requests senders of all letters to show their surnames and addresses on the covers so that return to them is ensured in the event of non-delivery. In wartime and particularly in the case of letters to overseas addresses, the need for compliance in this respect is considerably greater. There is in fact a Censorship provision covering this matter. Shortly after the outbreak of war, the Censorship Authorities stipulated that the name and address of the writer were to be shown on the back of the cover of every letter for overseas.

A TRIBUTE

*The Chief Announcer doesn't fuss;
He just talks pleasantly to us,
And makes it absolutely clear
About the things we're going to hear.*

*There's not an item he can miss.
Announcing that, announcing this,
The job must be an awful strain,
You'd think t'would muddle up his brain.*

*And yet he doesn't scream or shout.
He doesn't throw the scripts about
And yell, "It's all a frightful bore,
I simply won't read any more."*

*No tantrums ever seem to seize him.
The fat stock prices really please him;
Nor does he turn a hair when he
Is standing by for Daventry.*

*He just continues patiently
Announcing jazz or symphony;
Things to enlighten or amuse,
Or simply giving us the News.*

*I don't believe t'would make him jump
If he should hear the Final Trump,
But in his calm and usual way*



*He'd take the microphone and say,
"This interruption please excuse,
Here is the last and final news:
Dear Listeners, the truth to tell,
We're standing by—for Gabriel."*

—Dorothy Ann Beavis.