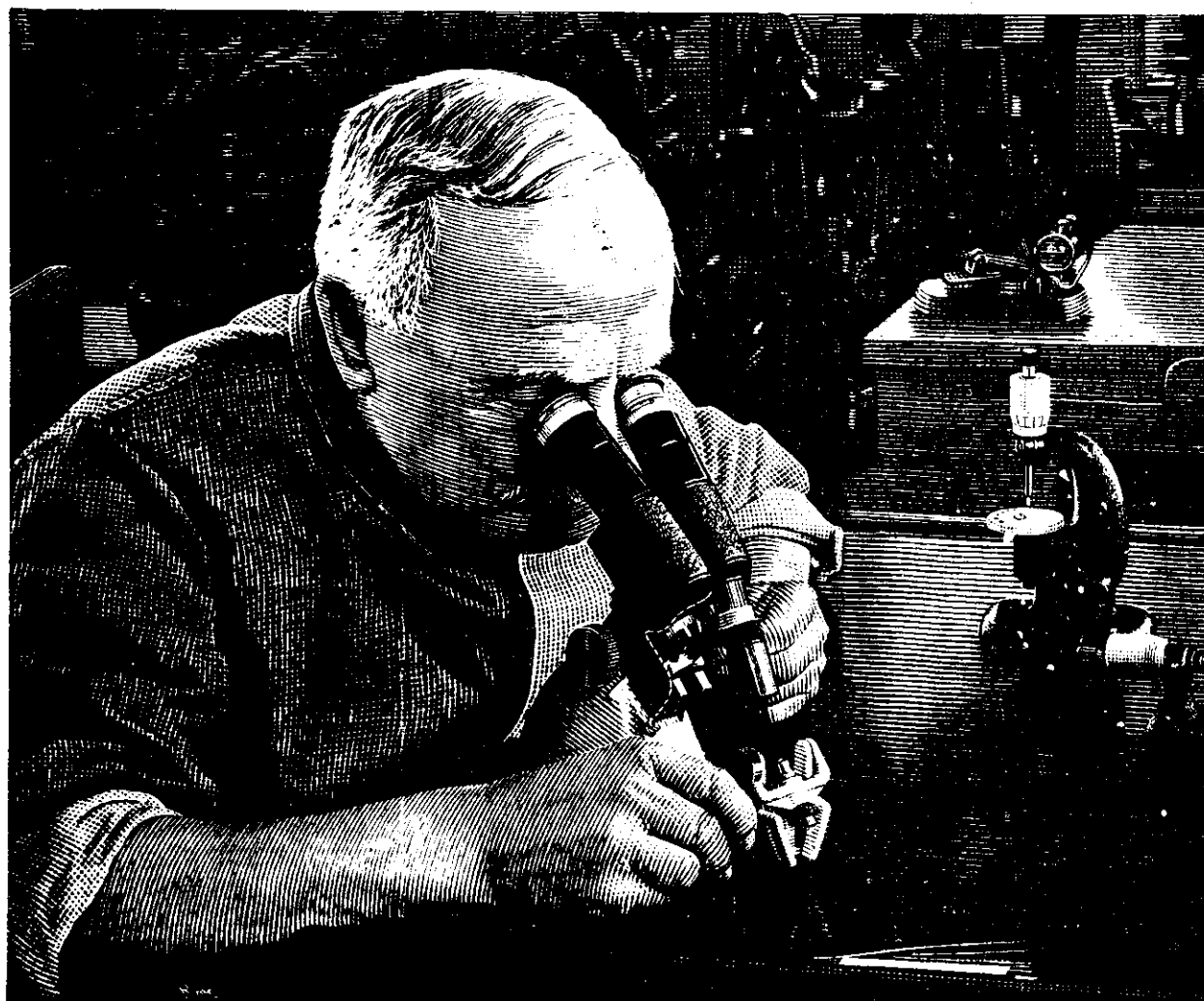


TIME IS THE ART OF THE SWISS

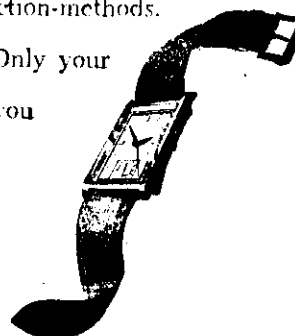


People have odd ideas about him!

The Swiss watch-craftsman is proud of eyes and fingers trained till they're exact as a surgeon's.

But if you think all craftsmen cling to old methods—the maker of the fine Swiss jewelled-lever watch would laugh. At his fingertips he has an old skill—but at his elbow, the newest precision-tools, the latest production-methods.

How can you judge his expert work without expert help? Only your jeweller can tell you which watch is the "best buy". Can give you full choice from the latest types. Can guarantee a new watch in perfect condition. Can give you skilled future servicing. For he's a qualified specialist backed by the resources of the Swiss watch industry.



Your jeweller's knowledge is your safeguard

The WATCHMAKERS



OF SWITZERLAND

Sergeant Major for 4ZB

A SERGEANT-MAJOR who can be tamed, modulated, tuned off, at will must surely be the answer to the prayers of the troops. Such a one will be taking the air shortly to conduct a new *Services Session* from 4ZB. Otherwise known as Lindsay Brown, the "Sergeant-Major" (below) will cover a wide range of matters of interest to ex-servicemen and women, and will extend the scope of the services programme beyond what



has been attempted in the past. The new session—to be broadcast on Sundays at 9.45 a.m., beginning February 7—replaces the present *Diggers' Session*, which has been running since 1938. Conducted over the years by various compères, the *Diggers' Session* has always been a popular programme, covering many service topics and providing a notice-board to keep ex-service people in touch with what is going on in their various associations. Music, too, has had its place, and studio programmes by guest artists were a regular feature of the programme.

Potentially more popular than any previous person of that rank, the new "Sergeant-Major" has had considerable experience of service matters and understands the serviceman's outlook and interests. He left New Zealand for the Middle East in 1940, at the age of 19, was wounded in the battle for Crete, and spent the remainder of the overseas service entertaining the troops with the Kiwi Concert Party.

American Poets

CONTEMPORARY American poets will be heard reading their own work in two programmes of Library of Congress recordings to be broadcast from 2YC during the next fortnight. The first of these, to be heard at 8.34 p.m. on Wednesday, February 3, will include a reading by E. E. Cummings of *My Father Moved Through Dooms of Love*. Cummings first attracted considerable attention by his curiously punctuated verse and even more strangely spaced poems in the magazine *The Dial*. Other poets heard in this first programme are William Carlos Williams, John Crowe Ransom and Karl Shapiro. These readings will be heard later from other stations.

N.Z. LISTENER, JANUARY 29, 1954.