

TIME IS THE ART OF THE SWISS



How to buy a watch

You're going to buy a watch? Fine! But what sort of watch? How and where will you buy it?

If you're wise, it will be a Swiss jewelled-lever watch. Not just "jewelled", and not just "lever", but a *good Swiss jewelled-lever watch*. For this is the most accurate watch in the world.

And, if you're wise, you'll buy it at your jeweller's. A good Swiss watch is an expert piece of workmanship, and it ought to be chosen with an expert's help.

Your jeweller will show you plenty of different models and he'll help you to choose with *inside knowledge*. He'll help you to find just the watch you want and he'll keep it in good order for you all its life. No-one but the qualified jeweller can do all this.

Your jeweller's knowledge is your safeguard

The WATCHMAKERS



OF SWITZERLAND



FIRST FLIGHT

DO you remember? Many thousands of people made their way to Wigram Aerodrome, Christchurch, on the morning of September 11, 1928, when word went round that at last the Southern Cross was on her way across the Tasman, but when Alan Morris, of 3YA, set out 25 years later to write and produce a radio programme about the big occasion he found that personal accounts varied greatly in detail. Still, listeners can be sure he has the best available evidence in *Trans-Tasman*, a programme about the first crossing of the Tasman Sea by air, which will be



ALAN MORRIS

broadcast from YA and YZ stations on the evening of Thursday, September 10, and from ZB stations the following Sunday, September 13.

Those who were young at the time will no doubt remember best the excitement of the arrival or perhaps (like a member of *The Listener* staff) the resourcefulness needed to get to the aerodrome in time. Older people will recall the big row about whether Kingsford-Smith and his crew would be officially welcomed if they landed on a Sunday—Smithy was advised against any desecration of the Sabbath, and the first thing the Mayor of Christchurch (remembered for his forthright utterances) said when he met the flyer at his hotel was, "Well, I suppose you think I'm a bit of a wowser?"

Times (as they say) have changed. Canberras cross the Tasman in two hours and a half—and arrive for a big Sunday morning welcome. The Old Bus, in which many New Zealanders had joy rides, hasn't so much as been seen by many, if any, of even Australia's younger generation, though she is stored at Kingsford-Smith Airport, Sydney, in the very hangar used by BCPA aircraft flying the officially-named Southern Cross route to America. When the permanent international airport is built—and some say that's a long time off yet—she will be displayed in the main concourse in a roped-off square. Awaiting that day, her fuselage leans against the wall, her engines are in crates and her wings are slung from the roof—gathering dust.

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STAMP SHOP

20 CHANCERY LANE, CHRISTCHURCH.

N.Z. LISTENER, SEPTEMBER 4, 1953.