

## Talking Posters

### An Original Scheme

A CORRESPONDENT to the "Manchester Guardian" remarks that Londoners are very soon to see the very latest thing in advertisements—"Talkie Posters." This innovation is to be placed not in the adjacent palatial cinema houses but in front of its tall buildings, where electrical advertisements now appear.

The "talkie" advertisement, which comes from America, consists of a poster mounted on a wooden frame and the figures portrayed talk as they do on the screen, but in this case the talk is as to the merits of the wares which the poster is advertising.

The necessary equipment, consisting of a radio receiver, power amplifier, automatic phonograph, switches and time clocks, are encased in a receptacle behind the poster sign, so that the terrible illusion is complete.

In San Diego the set is usually tuned in to one of the local broadcasting stations and the poster announcements are made by phonograph records synchronised by the time clocks to be made in between the station broadcasts. The correspondent remarks that fortunately this will not be possible in London even if permission be granted for the use of poster "talkies."

### Unusual Radio Effects

A CLERGYMAN writes to "Wireless Weekly" mentioning several rather interesting instances of radio's advent into other fields than mere commercialism.

"We live in an age of marvels," he writes. "Recently an American stated that a cow gave twice as much milk when a radio set was installed in the outhouses and the set was in action when the milking was done. An Italian has also claimed that a dozen hens that were brought up in a pen in which a wireless set operated all the afternoon, increased their egg production a hundredfold."

"For four years I have had a row of chrysanthemums ten yards in length in my garden. Two yards of the row at one end produced much better flowers than the rest of the row the first year, and I wondered why, for no extra manure or care had been bestowed on that particular spot. The second year I had moved the roots that produced the good blooms to the other

end, so that they might get more sunshine, but again it was the same end that produced the blooms that everyone admired, whereas those at the other end were quite ordinary. It dawned on me the third year that my wireless 'earth' was buried where the blooms gave such satisfaction, and I came to the conclusion that the ether waves had something to do with the extra growth and beauty. No gardener who knew something about electricity was able to assist me very much, so I decided to experiment further. This year I buried my earth wire in such a way that it would affect the whole row of chrysanthemums equally, and I had a most wonderful show of blooms. One wonders where radio's results will end!"

## Radio in Russia

### Developing the Musical Taste of a Nation

AT the end of 1928 there were 377 registered stations in Russia. Of these 101 were the organs of the Universities, the Institutions of Scientific Research, and similar bodies.

The Soviet has taken a great step forward in the recent edict which authorises amateur enthusiasts to construct new broadcasting stations under official supervision.

Territorially the advance of radio in Russia has been no less than remarkable. A powerful station was recently established in Turuchansk, which is near to the North Pole. Its chief use will be in the service of scientific and also in that of polar explorers.

In Moscow there has been established a Society of Music for the Masses, whose purpose is to stimulate interest in the classics and music of the better type.

Already workmen have shown signs of keen interest in the arts since this innovation.

Similarly in Leningrad, the problem of popular music is occupying official attention and the authorities have introduced in the clubs and restaurants, quartets specialising in chamber music. In various cities of Russia there can be found various clubs for the study of the music of different countries.

An innovation which was daring but nevertheless one which has been a great success, is that of the installation of the Radio University by the Institution of Public Instruction. In this university all lecturing is done by means of radio. It is open for only a

short period of the year, but has met with a great response, especially among the lower working classes, who evidence a great hunger for knowledge.

The university embraces three faculties, general instruction, economical administration and co-operation, and business methods.

Thus the course prepares those who are desirous of developing their intellects and this type of education is open to all those who possess wireless receivers. At the end of the educational year a kind of examination is held and a certificate of competence awarded to those who meet with success.

## "Pirates" Punished

### Caught by Their Own Efforts

TWO pirates were recently caught as the results of their own efforts. One unfinancial listener in Auckland lauded his short-wave set to the skies and invited certain officials to come and view the set themselves and to criticise its reception. After a little investigating had taken place it was discovered that he had no license, and the Court in which he later appeared inflicted a substantial fine.

Another enthusiast requested one of the uncles of 2YA to send greetings to one of his children. Fruitlessly was the license roll searched for his name, and he received greetings himself in the form of a summons to court. Henceforth he will doubtless prefer to give birthday greetings without the aid of the Broadcasting Company.

One gentleman of Australia wrote copious letters of criticism to the Press containing unjust and unmerited statements as to the standard of Australia's radio concerts. He even declared that the license fee was exorbitant, and that the concerts were not even worth listening to for nothing. This critic was not even satisfied with writing to the Press, but even went to the length of seeking a personal interview with the manager. In his letter asking for an interview the writer omitted to give his address, and when a search was made of the license roll for this it was noticed that his name was not there, and it was proved that he had been an unfinancial listener and critic for nearly three years. The fine inflicted will certainly show whether or no he has a sense of humour.

Talking of "pirates," the following from "Popular Wireless" is interesting:—

"The scene was a crowded courtroom, And the defendant's speech began—  
Look 'ere, gents, I'm not a wireless pirate, But the inspector called too soon.  
I owns, I 'ad a good 'igh aerial up, And a wire in the hearth beneath,  
But I never listened one iota— 'Cause someone 'ad sold me a pup.  
A pup—no less—that's what, Not even worth a dog's licence."

WOOD screws are easily driven into soft wood, but it is always advisable to drill a hole for them if the wood is of the type that is liable to split, or the baseboard is of plywood.

## Wireless in the Trawling Industry

THE successful working of many of the trawler companies operating off the New South Wales coast is due in no small measure to the fact that they are equipped with wireless apparatus suitable for both telegraphy and telephony transmissions and reception. As a result the trawlers are in periodic communication with their headquarters at Sydney, and also in communication with the company's other trawlers operating off the coast.

At Pennant Hills a special telephone transmitter is installed for communication with these vessels, while a special service is operated at the La Perouse station for the reception of trawler communication. Both stations are owned and operated by A.W.A.

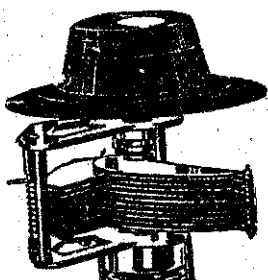
Apart from being able to give information to the trawler owners as to what stores, etc., are required by the vessels on arrival in Sydney, the service proves of outstanding value in enabling one vessel to inform the other of the excellence or otherwise of fishing ground in a particular locality. If one vessel is making particularly good hauls of fish, other trawlers of that line would be advised, and, as a result of this communication, there might be a material increase in the quantity of fish caught. The service has demonstrated its value to such an extent that every trawler operating from Sydney is fitted with an installation of this kind.

## Sound Recording

A WIRELESS engineer has invented an apparatus which registers the human voice on a disc of celluloid. This disc can be placed on an ordinary gramophone and give the same effect as a record. The progress of registering the voice is very much simpler and less expensive than the registering of sound on gramophone records. Soon one will be able to send a record of one's voice to a friend instead of the usual letter.

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