



Beautiful by Day and Night Auckland Museum Well Lit

THE Auckland Power Board leave nothing to chance when they present a lighting plant to the Auckland War Memorial Museum. Only too often do edifices such as this lose their attractiveness after dark—and when the attractiveness goes so, frequently, does the significance.

The plant and the cost of its erection will be borne by the Power Board, and a scheme of flood lighting which will render the Museum as prominent by night as by day is planned. The cost will be about £1100. The general manager states that the idea being aimed at is to silhouette the structure sharply against the sky-line, and in turn to silhouette the cenotaph against the building. Care will be taken to make the actual source of the light as inconspicuous as possible. For this purpose the floods are to be carried on ornamental standards erected to a height of eighteen feet from the ground level, the floods themselves being concealed in ornamental lanterns. These standards will be six in number, each carrying two lanterns glazed with a fairly heavy diffusing glass. Every projector is to be fitted with a 1500-watt lamp, and the panels of these lamps will be illuminated with small 60-watt lamps to produce the effect of an ordinary lighting fitting, thus offering no suggestion of projectors. The intensity of the light thrown on the museum will not be great, but adequate.

We congratulate the Auckland Power Board on a well-thought-out scheme—it is a noble tribute to Auckland's heroes.

Passing on the Profits Consumers Benefit

LIGHTING costs coming down! That is the good news that Power Boards from near and far have been announcing lately. Electricity is rapidly becoming popular and this is the welcome outcome.

Levin and the adjoining districts are next on the list for reductions—for at its last meeting the Horowhenua Power Board recommended substantial reductions to consumers.

The last year's working of the board shows a net profit, after allowing for the depreciation demanded by statute, of £3203, surely a creditable sum. On the recommendation of a special committee, £7768, representing unappropriated profits brought forward from previous years, is to be added, making a total of £10,972.

The concessions which the board is making will represent a reduction of £3500 to consumers, who will benefit by a directly reduced rate to large consumers, and a 25 per cent.

(Concluded at foot of 3rd column.)

Prize Poem Competition

THE prize of half a guinea this week is awarded to "Oh Mack" for well-constructed verses entitled "Alone," which will appeal perhaps more particularly to the eternal, and very human, feminine. Close in merit to the prize poem, though differing widely in subject, are "Betty K.'s" several contributions. We are told a varied diet is good for the body, and this week's versifiers having touched upon many topics, we are hopeful that the poems published will prove stimulating mental pabulum. It is our aim to present varying aspects of the poetic Muse, and in the parody competition in the issue of June 13, some original and stimulating work is anticipated.

R.G.P.'s poetic portrayal of Eugene Aram's despair carries conviction, even in days when "All for love and the world well lost" sounds archaic.

"Marcia": Cut your lines according to your ideas, and hope for the best.

"Dorothy's" small sonnet to a loved one breathes emotional truth. But love and sincerity are not enough to make poetry. "Dorothy" should practice writing verse forms.

R.H.B.'s realistic poem of Nature's conflict is too long.

Lucibel Lee: We liked the little prayer, but the domestic verses fail to reach standard.

"Gold-digger" is true to type. "The gift is small, but love is all", of Victorian times, is quite frankly reversed by the modern wideawakes.

We congratulate "Betty K." on breaking fresh ground in her attractive triolets.

ALONE

*I did not seek a gilded shrine aloft,
A secret place, remote as stars above,
Wherein you worship me, a soul alone,
An idol, half divine, apart from love.
I am your inspiration, your ideal,
You bow your head as to a deity,
You seek no earthly mating, only kneel
And worship from afar—and what of me?*

*I crave the joys of friendship others know,
The rich, full time of love, and mingled
tears,
Sweet comradeship, and wedlock here below.
Alas! The dreary remnant of the years—
And you apart, afraid to venture more—
Is barren, squandered, lost in chastity,
And I, your idol, wilt, who would adore...
Beloved! Hear me, rise, and come to me!*

—"Oh Mack."

Grown, and Still Growing Still More Electric Homes

ADDRESSING the British Electrical Development Association in London recently, the Minister of Transport stated that the output of electricity in Great Britain had grown from 3600 million units in 1922 to 7600 million units in 1928, and is still increasing rapidly.

The United States claim that 68 per cent. of the population are living in electrified homes; that 500,000 farms are electrified and that three-quarters of all power in industry is electrically supplied. Here in New Zealand electricity is available to 93 per cent. of homes, and is increasingly employed.

Great Britain still lags behind and needs a universal and scientific push by all the supply undertakings and a whole-hearted campaign on a national scale. It is estimated that only 18 per cent. of British houses are wired, that not one in fifty of these is completely electrified, and that the present output represents only some 15 per cent. of the possible home field. For British consumption to reach a level corresponding to that of the United States, the annual output should be 30,000 million units.

There is every reason to believe, however, that the 1929 output reached 8500 millions, a substantial increase, and it is gratifying to note that in spite of the general depression electricity is one of the bright spots in British industry. As the possibilities of development are unlimited, a substantial and continued progress is anticipated.

Reduced Lighting Costs

(Concluded from 1st column.)

discount to all lighting customers. This will bring the rate to 6d. per unit for the first 150 units, and a reduction in the minimum charge. Last year an increase in revenue of £5344 resulted from the sale of electricity, bringing the total revenue to £44,277. Such far-sighted policy on the part of power boards will do much to spread the growth and popularity of electricity, both for industrial and home purposes.

ELECTRICAL FITTINGS

To the value of
TWENTY POUNDS

To the one who can best compose

A SLOGAN from the names of
POPULAR LAMPS.

(See next page.)