

Results of the Lighting Competition

High Standard Attained



THE total number of entries exceeded 400, and in general the class of work was of a particularly meritorious standard. This showed that competitors entered into the spirit of the competition, and had devoted close study to the problem with a view to giving a concise sentence expressive of the merits of the lamps advertised.

As we indicated in our announcement would likely be the case, it was found that some words offered more scope for adaptation than others. This was evidenced in the words "Philips" and "Osram." "Siemens" was however, a good third, but competitors apparently found it difficult to make effective use of the initials of the word "Condor," as entries in that class were the lightest of all.

The lamps illustrated were Condor, Osram, Philips and Siemens; but, owing to one of the advertisers in later issues altering the illustration from that with which the competition first began, thus creating a little confusion in the minds of competitors, accuracy in placing the lamps in the order illustrated was not made a requirement of the competition.

Judging was confined to the actual merit of the sentence sent in. The prize was to be awarded the competitor sending in that sentence which, complying with all the conditions, constituted the best sentence, preferably embodying some characteristic of the lamp and its service toward home comfort. This requirement proved of importance in the judging, as it automatically sorted those contributions which simply made positive claims on behalf of the lamp or the business concerned.

SELECTION of the winning entry was arrived at after a close analysis of the whole field and a steady process of elimination. The sentence: "Philips have ideal lamps in pleasing shades" was the best in its conveyance of the atmosphere of appeal to home comfort—ideal lamps in pleasing shades—the phrase connotes perfection in the lamp and artistic satisfaction in adorning shade.

Two competitors from widely scattered points had the fortune to light upon this phraseology, and the first prize is divided between them.

The same requirement of home appeal was invoked in connection with the second prize. Many good sentences were reviewed, but the award finally went to the phrase "Osram sheds radiance and mellowness," because of its suggestion of full illumination with attractive mellowness, as given by "Osram" lamps.

Again in the award of the third prize, identity of phraseology was discovered, two competitors sending in the

FIRST PRIZE:

Order for £10, to be spent either in improved electrical wiring and lighting fittings of the home, or, by permission, in electrical apparatus:—

Mr. Keith A. Dixon, 35 Rimu Road, Kelburn, Wellington.

Mr. H. J. Hicks, Church Street, Mosgiel.

Equal, with the sentence:—

PHILIPS HAVE IDEAL LAMPS IN PLEASING SHADES.

In view of both competitors sending in the same sentence, the prize money is divided.

SECOND PRIZE:

£5, to be spent in improved electrical wiring or fittings:—

Mrs. M. Muir, 13 Pirie St., Wellington:—

OSRAM SHEDS RADIANCE AND MELLOWNESS.

THIRD PRIZE:

Five Orders of £1 each.

Mrs. J. H. Williamson, 12 Meridian St., Port Chalmers:—

SIEMENS IS EXCEPTIONALLY MELLOW, ENSURING NOTABLE SATISFACTION.

H. Millward, Box 142, Wanganui:—

OSRAM SHINES RADIANTLY ABOVE MILLIONS.

Miss McCrostie, Lovell's Flat, Otago:—

OSRAM SHINES RADIANT ABOVE MILLIONS.

Mrs. E. W. Dawson, 26 Hauraki Rd., Takapuna, Auckland:—

CONDOR OPALITE NEVER DAZZLES OR REPELS.

Mr. I. B. Wilson, 22 Weston Rd., Papanui, Christchurch:—

SIEMENS SEMI-INDIRECT ILLUMINATION, ENCHANTINGLY MELLOW, ELIMINATES NOCTURNAL STRAIN.

sentence, "Osram shines radiantly above millions," and "Osram shines radiant above millions."

Philips Lamps.

AFTER several sortings, there remain some 40 entries in the "Philips" class, all worthy of close consideration. In some cases competitors disqualified themselves by not carefully noting the spelling of the word "Philips." There is only one "I", so that two competitors who incorporated an extra "I" were disqualified. Their sentences were quite good, too; for instance—"Philips hand some illuminating lamps literally imitate pure sunlight," and "Philips have invented lovely lamps imitating proper sunlight." Another competitor was not satisfied with incorporating two "I's", but added a third: "Perfect harmony invests lounges luxuriously lighted in Phillips style."

As indicating the closeness of the competition and the rather remarkable manner in which similarity of thought ran through various contributions, it will be interesting perhaps to list a number of the more outstanding contributions. The pick in the "Philips" class is as follows:—

"Philips have ideal lamps in practical styles."

"Philips have innumerable lights in particular shades."

"Philips have ingenious lights in pretty shades."

"Premier homes invariably luxuriate in Philips softness."

"Philips helpful illumination leads in preserving sight."

"Practical help in lighting is Philips' specialty."

"Philips have instituted living in perpetual sunshine."

"Philips have improved lighting, increasing people's satisfaction."

"Philips have improved lighting, introducing perpetual sunshine."

"Osram" Lamps.

"OSRAM," with its five letters, contributed a great number of entries, but largely on account of the limited number of words available, there was not quite the range of ideas displayed as in the case of other classes. A marked similarity of thought is discoverable in the entries—so much so, in fact, that the surprise is that the same idea could be conveyed without actual duplication by competitors in phraseology. Substantially the same number of good entries remain in the final stages as with "Philips," viz., about 40. Here again, it will be interesting to list some examples of the sentences submitted:—

"Osram's softened radiance assists millions."

"Osram suffuses rays around millions."

"Osrams send radiance amongst millions."

"Osram sheds radiance around multitudes."

"Osram showers radiance among men."

"Outstanding success, radiance among masses."

"Osram's soft radiance assists mankind."

"Osram subdued radiance amazes millions."

"Osram's soft radiance attracts many."

"Osram's sun rays are marvellous."

"Osram's shining rays are magical."

"Oh, such rays are marvellous!"

"Osram scientific radiance achieves merit."

Siemens' Lamps.

THE greater number of letters in this word afforded competitors who chose it for their field of activity larger scope for enterprise. At the same time the initial letters are not of the nature to lend themselves most easily to phrasing of well-rounded sentences, and competitors may therefore congratulate themselves upon having achieved a commendable standard of efficiency. About 25 good entries remained in the final selection. We give some examples of the sentences submitted:—

"Siemens invariably ensure maximum efficiency; none superior."

"Siemens illumination enables millions escape nervous strain."

"Scientific illumination eliminates most effectively nightly strain."

"Siemens illuminate efficiently, meeting every need satisfactorily."

"Siemens is economical, more electricity now saved."

"Softly illuminating everything means eyesight never strained."

"Soothing illumination extraordinarily mellow, eliminating nasty shades."

Condor Lamps.

HERE again the limited number and character of the initial letters affected the popularity of the word as far as the competition was concerned, but some good examples were submitted. The class was the smallest of entries, but the standard was on the average better, probably, than in the others. The best sentences were as follow:—

"Condor's opalescent notability deserves our recommendation."

"Condor offering new delightful opalescent radiance."

"Condor's operate natural daylight on relay."

"Condor on night duty offers reliability."

"Conqueror of night's darkness offers radiance."

"Colossal output now decides our reputation."

We would like to express to competitors our appreciation of their interest in the competition. The ingenuity displayed by them was highly commendable and, while we regret that all could not be prize-winners, we hope that the novelty and tax upon their skill in evolving satisfactory sentences or verses carried some compensation. Orders have been despatched to the prize-winners. We feel sure that the importance of adequate and comfortable lighting of homes has been emphasised as a result of the contest.