

STATIC

by
"SPARK"

AN example of terseness in announcing, which could with advantage be emulated by others, was given by Mr. Ipana at 2ZW. Although it might have been termed cryptic it was quite clear.

THE first hole in 1YA's programme—designated "Reserved"—was well filled when Professor Compton, of Chicago University, was secured to speak on "Physics." The Professor traced the search for truth from the days of Pythagoras, Socrates and Plato, to the period which followed Alexander's conquest of the East, when for a thousand years Europe was steeped in blighted ignorance and Eastern mysticism. With Galileo came the renaissance of scientific investigation, and the speaker briefly told of the great men who had made excursions into the cause of natural phenomena, right up to the discoveries leading to the modern miracle, wireless. So rapid has been the application of scientific research to the needs of modern society that physicists especially have an enormous task ahead to maintain the expedition.

THE National Broadcasting Company of America has discovered that educational sessions have an attraction, and jazz inanities have been compelled to retire a few steps. Departments have been formed within the company's organisation to co-operate with recognised educational institutions to form listening groups. This new departure is virtually an ambush in order that advertisements may be fired at listeners with machine-gun effect. The big American concern does not descend to sharp-shooting, having learnt that such tactics annihilate goodwill. Sharp-shooting is left to Australian B stations. When things were moving in the N.S.W. political world recently, I sat down on an Australian B station that was tumbling in the best of all, to hear the news, and this is something like what was received: "His Excellency Sir Philip Game sent for Mr. Lang to-day; and let me remind you that at fourpence a pound, Smith's sausages are the best in town. Mr. Lang was informed that his instructions to flout the Federal law could not be condoned; and here I would put the men on to a good thing. Brown's blucher boots at 12/- per pair are wonderful bargains. Mr. Lang advised the Governor that he did not intend to withdraw his instructions; and, ladies, here is something for you; Casey's 'Calamity' corsets, Australian-made and fit where they touch, are now

selling for 7/11½d." If Sydney people retain any goodwill for this particular B it must be for the reason that the address of "Uncle" is frequently given. In these exceptional days I suppose that is a real and a kind service.

IN New Zealand the authorities controlling radio intend to see that broadcasting does not become a harridan. All the whimpering of baby broadcast stations will not deter the authorities from checking the wayward. There is only one thing that matters in broadcasting, and that is—What is best for New Zealand?

THE W.E.A. lecturettes by Mr. L. C. Webb (3YA) on "Political Institutions in New Zealand" promise to be enlightening. In his first of the series attention was drawn to the fundamental changes that have taken place in the function of Governments in the last eighty years. It was stated that John Stuart Mill would have been amazed at some of the laws placed upon the statutes

during the last twelve months. The normal man of to-day is amazed—never mind the creator of the phrase "The price of liberty is eternal vigilance." The speaker foresees the day when our legislature has available at all times expert knowledge and when grandmotherly considerations will be the function of local bodies and county associations. Surely the W.E.A. is doing a great work, and profit must accrue.

2YA's last surprise item was a surprise. It would surprise me to hear that half a dozen heard it out. Mr. announcer would have brightened it up. So would have "Mr. Community Sing."

IS there any reason why the general taxpayer should be under compulsion to support radio? The reason I ask this is because I understand the Banks Peninsula Electric Power Board is again dealing in radio equipment. Now that power boards have outlived their usefulness, is it not time the Associated Chamber of Commerce and the Elec-

trical Trades Federation insisted upon the Government disbanding these honoraria-seeking brotherhoods?

"KAURI GUM" was the title of the talk scheduled for Dr. E. Marsden, Permanent Secretary of the Department of Scientific Industrial Research, from 2ZW, as the last of the series, "New Zealand Industries." Indisposition still pursues Dr. Marsden, and his paper was required to be read by a deputy, who turned out to be Mr. Editor. An analogous industry to the kauri gum, it was pointed out, was the cultivation of the indigo plant which died in more ways than one. Synthetic dyes and gums are uniform in quality, and the industries are backed by large scientific organisations which advertise extensively. Dr. Marsden's opinion is that the rejuvenation of the New Zealand industry will need co-operative activities, which I think is axiomatic, and, I hope, will not require Government assistance. If anything is done to dig gum out of the slough, Gracie Fields should be invited to join the advertising branch.—"Ee, by Gum!"

IT is asserted that the country which beats all others for radio piracy is Turkey. This I can believe. The gentleman with the baggy breeches who has paid a license fee was probably a pirate before he was caught, and when confronted by the inspector remarked with Mohammedan stoicism "Allah wills!" I wonder how many know why the Turk wears the full-buttocked bags?

ONE family that I know regards 2ZW with some disfavour, although this is outweighed by the pleasure derived from that bright station. They live almost under 2ZW's aerial, and twelve months ago were able to receive 3YA undisturbed with their obsolete set, which is accounted almost an heirloom. Many servicemen have explained the reason of the receiver's unselectivity, and they are never asked to call again. One, more diplomatic though, has established himself. He informed the family that being so close to 2ZW the aerial becomes magnetised, which explanation is agreeable. The later sets, he stated, have filters to overcome magnetised aerial difficulties, and he now entertains hopes of a sale.

I WONDER what old Londoners think of some of the latest recordings of Albert Chevalier's songs. The perpetrator surely does not im-

The Week's Best Par.

TATTERSALL'S prize of 5/- goes this week to "Rangatira," of "Windyridge," for the following:—

"JUST recently some fellow was writing to you advocating introducing wireless on the Lyttelton ferry boats. When I heard Clive Drummond announce the other evening that my namesake on the Wellington-Lyttelton run had arrived at the latter port some three hours late I wondered how many of the passengers would be sufficiently interested to sit up and take notice of a broadcast programme. The papers tell us there were only 200 passengers aboard the ship, but notwithstanding the stormy conditions a big percentage rolled up for breakfast. My sympathies (as ever) were with the minority, and this fellow feeling recalled the lines of a parody of a well-known old song, one verse in particular it would have been too cruel to broadcast:—

*"My luncheon lies over the ocean,
My dinner lies over the sea,
My tummy's in such a commotion—
No thank you! No breakfast for me."*

THIS is a weekly competition for the best "par" on a radio topic, preferably but not necessarily with a humorous bias. Paragraphs on any radio topic treated with brevity and point may be submitted. Address letters to "Spark," c/o "Radio Record," P.O. Box 1032, Wellington, to reach here Saturday morning.