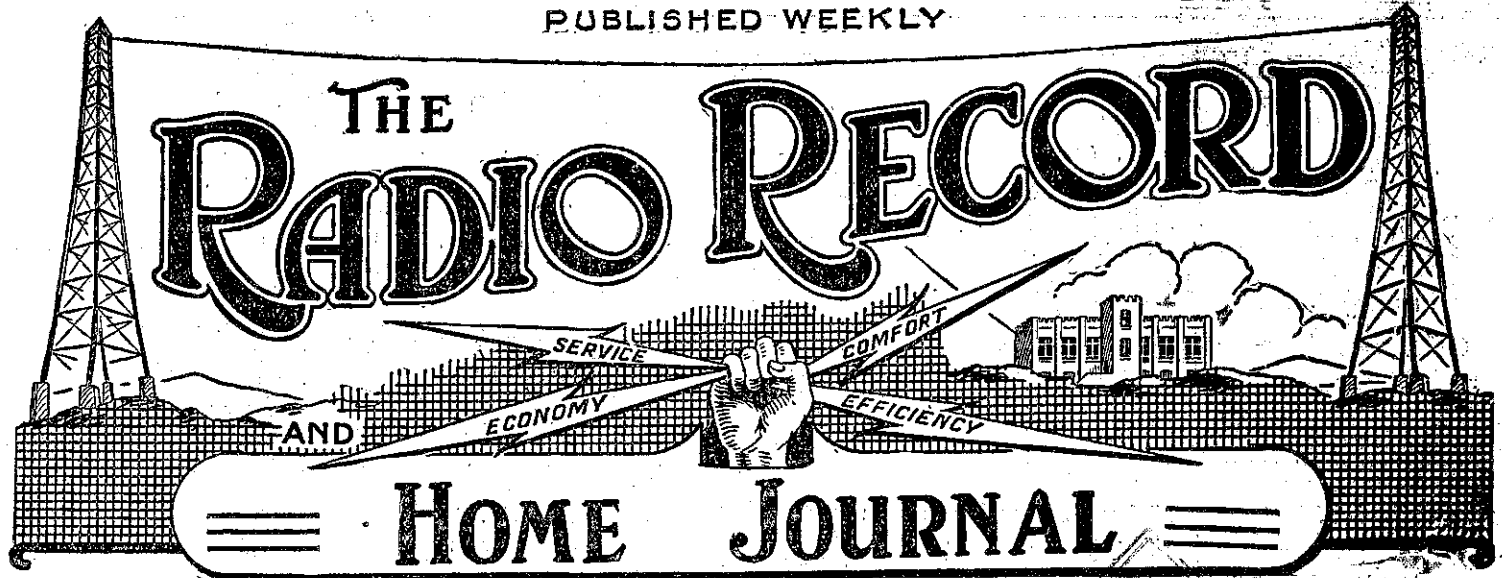


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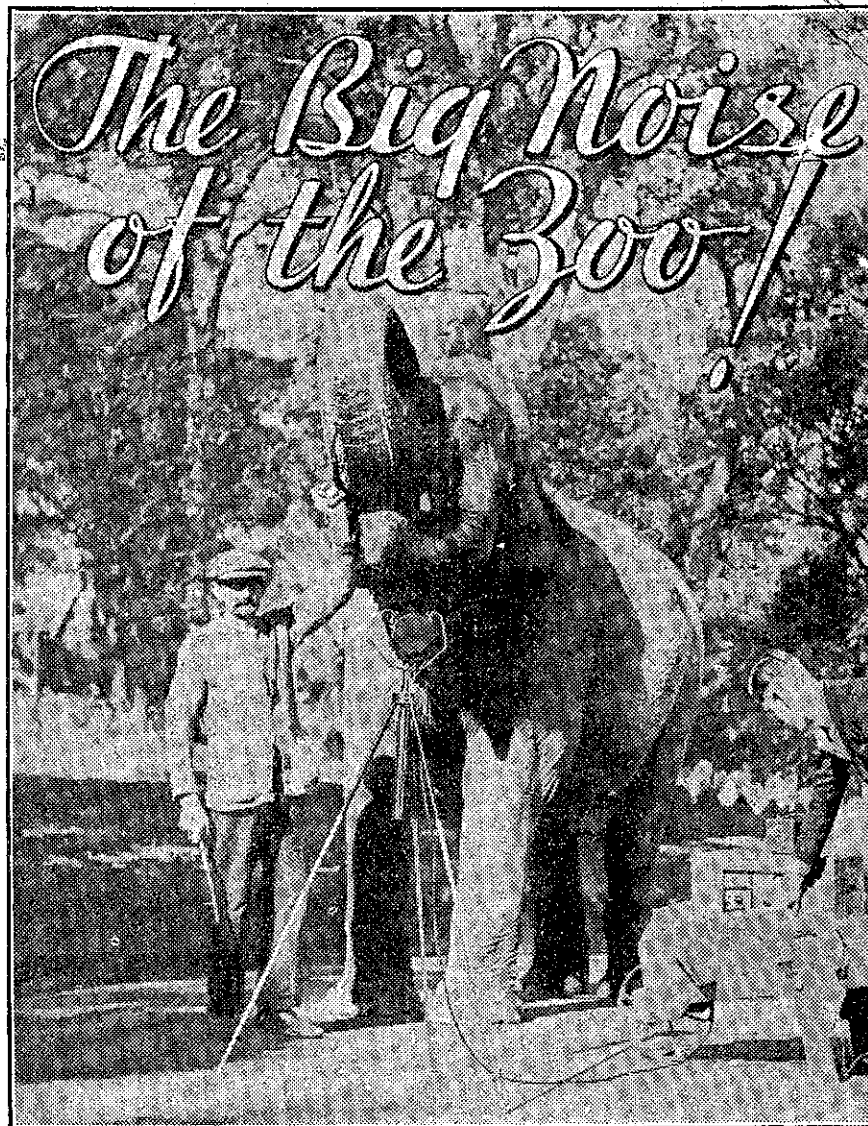
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Price 3d.

A number of fascinating discoveries have been recently made in connection with noise abatement, when the cries of various wild beasts and birds were electrically measured. In making these measurements a microphone was connected with a specially constructed amplifier which converted vibrations of sound into fluctuations of current and passed them to a carefully adjusted meter.

It was found that Nature, in giving voice to the wild, has acted in a strangely haphazard manner. Animals of close resemblance and very much the same habits were found to differ greatly, yet such a strangely assorted trio as the elephant, ostrich and lion all had to a remarkable extent a very similar roar.



Animals, when confronted with a microphone react strangely, according to their kind. The apes displayed a childlike curiosity and wanted to handle and play with it. The carnivora—lions, tigers and bears—contented themselves with one suspicious sniff and then majestically ignored the apparatus.

The birds did not pay the slightest attention, neither did the elephant, which assumed a very natural air of utter boredom. Miles ahead of his competitors, the elephant is undoubtedly the big noise of the jungle. He roars louder and much more harshly than a lion (his nearest competitor) trumpets, squeals like a pup, and whistles like a locomotive.

—Courtesy "Phillips Lamps."