

of Worcester College, Oxford, and while there he was a research student in psychology. Capt. Pitt-Rivers was married in 1915 to a daughter of Lord Forster. He was private secretary in 1920-21 to the Governor-General of the Commonwealth (Lord Forster), and since 1922 he has held the office of A.D.C. He travelled for eight months in New Guinea and the Bismarck Archipelago, doing field work in anthropology and ethnography and was resident of the ethnological and anthropological section of the Australasian Association for the Advancement of Science in 1923. He is a member of a number of scientific societies. Among his publications may be mentioned "Conscience and Fanaticism (1919)" and "The World Significance of the Russian Revolution (1920)", papers and articles in scientific journals and proceedings of the A.A.A.Sc., and the second Pan-Pacific Science Congress, and contributions to the Pitt-Rivers Ethnological Museum, Oxford, and to the Melbourne Museum.

GATHERING OF THE CLAN.

Distinguished Visitors Arrive.

Among the members of the Australian Association for the Advancement of Science who will attend the biennial conference of the association in Adelaide this week the following arrived by the Melbourne express on Saturday:—Sir George Knibbs (retiring President), Professor G. E. Fawcett (Dean of the Faculty of Science, Sydney University), Dr. Seddon, Messrs. L. Rodway (Government Botanist, Tasmania), R. H. Cambage (Under Secretary for Mines, New South Wales), Cheel, Bordeaux, and Pitt.

Professor E. W. Skeats (Professor of Geology at the Melbourne University) and Professor H. C. Richards (Professor of Geology at the University of Queensland and President of the geological section of the Australasian Association) arrived in Adelaide via Mildura last night, to attend the Science Congress this week. They will stay with Mr. and Mrs. A. A. Simpson.

Science Congress delegates who arrived from Victoria by the express on Sunday were the President-elect (Sir John Monash), Sir Baldwin Spencer, Capt. J. R. Pitt-Rivers, and Professor D. B. Copland (of Hobart). Sir John Monash and Capt. Pitt-Rivers are guests of Sir Tom and Lady Bridges at Government House.

Among the visitors from Victoria to attend the Science Congress in Adelaide are Mr. and Mrs. P. M. Newton, of Melbourne. Mr. Newton is a member of the Victorian State Board of Directors of Commonwealth Agricultural Service Engineers, Limited.

Captain Pike (Queensland) said Sir James Barrett's health films were the best in the Commonwealth. With the assistance of the Commonwealth Government they might get a supply of films, which could be distributed throughout the States.

Dr. Purdy (N.S.W.) said there was no better way of awakening interest in health matters than by showing films. The success of Sir James Barrett's films in Sydney was of great assistance to the Government health authorities. As a matter of fact they were not allowed to exhibit the films on Sunday, but the Theosophical Society came to the rescue and the films were shown in their hall. He believed in a collection of health films being secured, and he thought that the Commonwealth Government, through the health authorities, ought to subsidise such a collection.

Dr. Hone said that during health week in Adelaide, about three years ago, he was much impressed with the value of films. The difficulty was to get these films, which were of immense value for propaganda work.

On the motion of Captain Pike it was decided that the Commonwealth Government be asked to instruct the Commonwealth Director-General of Health (Dr. Cumpston) to purchase at least ten films on health subjects during his tour abroad.

The Register.

ADELAIDE:
TUESDAY, AUGUST 26, 1924.

APPLIED SCIENCE

In the long ago, when a spurious gentility was the universal ideal, advertising was esteemed so essentially "vulgar" that even the "best tradespeople" eschewed it. To-day, publicity is an essential principle in a much wider sphere than that devoted to commerce. None of the most considerable nations of the world has scorned the "uses of advertisement;" for propaganda—to give it its modern euphemism—has been found to be an instrument whose policy is limited only by the power of public opinion and mass sentiment. Ultimately, the voice of the people prevails, wherever it is heard; and, in a properly regulated community, nothing can be done in face of sufficiently strong popular opposition. Public opinion, moreover, is passively, as well as actively, powerful; its influence is negative as well as positive. The rate of human progress is largely determined, not only by the extent to which the masses are prepared for it, but by the degree of popular encouragement accorded the forces of change. The widest possible spread of education, therefore, is primarily essential to rapid social advancement. Progress coincident with general ignorance or indifference must be painfully slow. It is for this reason, among others, that the biennial conferences of the Australasian Society for the Advancement of Science are of such outstanding importance. Science is no mere abstraction, and must make itself understood before it can make itself useful. And the need for popular education in the very elements of science was made particularly obvious last night, at the Adelaide Town Hall, when the President of the Science Congress, Sir John Monash, delivered a notable address on the subject of Australian power resources. To many thousands of people who read the reports of this stimulating utterance, it will offer a new conception of the very meaning of science. The scientist will appear to them no longer as a short-sighted old gentleman with a magnifying glass, searching for the philosopher's stone in an ill-lit cellar. Sir John Monash shows how eminently practical even "pure research" is; and his graphic and illuminating story of the achievements of a relatively few years in a realm of applied science with which he is so thoroughly familiar, kindles wondering speculations regarding what the future may have in store for Australia in the realm of physics.

application of electricity to human wants. No fear of the eventual exhaustion of the supply will arrest what Sir John Monash describes as the electrification of the civilized world. How rapidly the transformation is likely to proceed is evident from a review of the relatively brief history of the growth of the existing electrical systems. Sir John reminds us that it was not until the last decade of the nineteenth century that alternating current-generating plant was used commercially, and that it was only then that the "electric era" began. Since that time the application of science to the production and distribution of electrical energy has resulted in developments transcending the wildest dreams of the experts of 20 years ago. The evolution of the compound condensing steam turbine, the motive force of the huge turbo-generator which is the essential mechanism of the modern power house, is in itself a romance of science and engineering. Single generating units capable of an output of 80,000-horsepower have already been constructed; the revolving speed of turbo-generators has been doubled in less than 10 years; and some of these enormous machines are now in operation which have a rate of 50 revolutions a second. What is the limit of achievement of applied science which can make these things possible?

So full of promise is the future of electrification, that the provision of the necessary plant for the generation and distribution of current is a matter of national importance. In 1920, Australia made use of electrical energy only to the extent of 110 units per head of the population per annum; but Sir John Monash believes that "in the not distant future, the consumption reached in the capital cities and industrialized areas will be roundly 1,000 units per head." This estimate takes no account of the inevitable extension of electrical power to "almost every form of agricultural procedure;" and yet, a calculation made on this basis shows that in Victoria, for example, the present maximum output of current will have to be multiplied by three to keep pace with the development already in sight. Far more extensive growth of the power systems is possible, not only in Victoria, but all over Australia. The danger is, not that fuel or water power will fail, but that the generating stations called into being by an immediate demand will not be so constructed and disposed as ultimately to form part of the all-Australia system of power centres which would furnish the ideal in economy and efficiency already directly aimed at in the United States and Great Britain. Sir John gives us timely warning that far-reaching plans must be evolved. The vision of the scientist is one of his most valuable attributes, and it, with him, Australia looks ahead, it may be possible to avoid another gigantic error of lack of co-ordination like that which has given this country its break-of-gauges problem. As the individual factory power plant has been rendered obsolete by electricity, so the isolated power house, as such, is being superseded and "vast territories are being embraced in giant power supply schemes, composed of numerous generating stations, strategically disposed according to the available sources of power, all connected together by long-distance transmission systems, and all pouring their energy into a common reservoir, from which the entire population would be able to draw and to share in the benefits and economies of highly centralized methods." Science never drew a more attractive picture, or one that, given a full measure of public support, it seems better fitted to realize.

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25 AUG 1924

BEFORE THE PRIVY COUNCIL.

Mr E. E. Cleland's Return.

After an absence of 13 months, Mr. E. E. Cleland, K.C., accompanied by Mrs. Cleland and their two daughters, returned by the R.M.S. Orvieta from London on Saturday. Mr. Cleland went to London chiefly to represent the South Australian Government in the appeal to the Privy Council in connection with the wheat pool case. The appeal to the Council in the Kingston case was called, and Mr. Cleland was briefed to represent the next-of-kin of the late Mrs. Kingston. In the first instance the case came before Mr. Justice Parsons in the Supreme Court,



MR. E. E. CLELAND, K.C.

who gave a ruling in favour of the next-of-kin of Mrs. Kingston. The plaintiffs appealed to the High Court, and next to the Privy Council, and defendants lodged a cross-appeal. The Privy Council concurred in the original finding of Mr. Justice Parsons. The plaintiffs were ordered to pay the costs of the appeal. The hearing occupied three days. Mr. Cleland visited the House of Lords, several of the English Court and the Brussels Court. He stated that he considered that the bench and bar of England possessed the same spirit of devotion to duty as members of the Australian profession. He was particularly impressed at the marked courtesy shown by drivers of vehicles on the roads of England and Scotland. The drivers assisted traffic by keeping a sharp look-out and by means of signals to following vehicles. On narrow roads in the highlands of Scotland drivers of slow vehicles pulled to the side in order to allow faster moving vehicles to pass. Little was heard of "road hogs."

Advertiser 25 AUG 1924

MOVING PICTURES.

VALUE IN HEALTH PROPAGANDA.

URGENT DEMAND FOR FILMS

Recognising the great value of moving pictures in health propaganda, the Health Association of Australasia decided on Saturday to request the Commonwealth Government to ask Dr. Cumpston to purchase at least ten health films while he is abroad.

Moving pictures as a medium of health propaganda were eulogised by Sir James Barrett at the annual conference of the Health Association of Australasia, which opened at the Lister Hall on Saturday afternoon. Sir James said he would like to draw attention to the extraordinary value of moving pictures as a means of health propaganda. Dr. Purdy and himself had experienced the effect produced by pictures while in Sydney. The V.D. films they had shown in that city cost £220, and although the Minister of Health in New South Wales was inclined to be critical, the effect of showing the pictures was to double the vote for the V.D. clinic in Sydney. At the screenings in Melbourne the Town Hall had to be closed half an hour before the lecture began because the hall was full. A greater amount might have been spent, but many thousands of people had been made aware of the value of the scheme. Pictures were a splendid medium of educating the people in health matters, and he was also of the opinion that wireless broadcasting of health lectures would be an excellent means of propaganda.