

Daily
Telegraph

ATHLETES AS ASSETS.

10/12-25

WHEN PAAVO NURMI, the runner from Finland, left all the other nations standing at the Olympic Games, he made a good many of us think more about his native land than ever we had done before. Finland was not precisely an unknown country, but, after all, the fame of an athlete is something greater than that of ancient poetry or modern science. A record on the track has far higher value than an epic or a treatise; more people understand what it means. Acknowledging all this, like sportsmen, we must still declare a little surprise at the last news from America. The prowess of PAAVO NURMI, we are assured, has so charmed the United States that the bankers of New York remark a great improvement in the credit of Finland. To those who feel that this is even a darker mystery than most of the phenomena of high finance we offer the official explanation that the running of NURMI has compelled an increase of interest in the other products of Finland. Americans, always idealists, buy the Finnish mark because NURMI runs faster than they do, because that must be a country of great resources where such a runner is bred. Perhaps this is not quite so fantastic as it sounds. Long ago the Greeks held that a lad who won his race at Olympia had deserved well of his country. They brought him home in purple behind four white horses and gave him a dinner for which the fashionable poet composed a choric ode. If our Fifteen had known that sort of thing was coming we might have beaten the New Zealanders. Some States in ancient Greece made more fuss still. Any Athenian lad who won an Olympic crown had a place in the committee seats at all public games and board and lodging at the expense of the State for the term of his natural life. We shall do the Athenians no injustice if we remark that this was not sportsmanship but business. An Olympic winner, they held, was the best national advertisement, and the more they could turn out the better for the Treasury. Even so do the bankers pronounce that PAAVO NURMI is a bull point for Finland's finance. Perhaps Mr. WINSTON CHURCHILL might make something of the hint. But there are so few games which the Americans and we both play. Perhaps it is best so. If success in international sport was necessary to national finance, the pound would not stand where it does.

has erected and equipped in Britain. In several of the more recent stations it has achieved a low record in fuel costs, and its generating plant is undoubtedly the most efficient manufactured in the world at present. The criticism of a French economist in 1919 that the electrical industry in Britain was less advanced than even the French, and definitely behind the German and American, was answered at the World Power Conference and the Wembley Exhibition, where, in experience and in manufacture, British industry stood pre-eminent. That change in itself represents a great achievement, but even with this it must not be forgotten that a rejuvenated Europe may benefit British industry indirectly through a greater demand for Dominion and South American products, but that the competitive efficiency of such a Europe will now be great enough to require every effort of British industrialists to meet it.

BROADCASTING.

TO-DAY'S PROGRAMMES.

LONDON (2LO, 365 metres).—1.—Time Signal from Greenwich; "2LO" Trio; and Louis Gerard (mezzo-soprano).

3.15.—Transmission to Schools: "The Country Side—The Farmer's Year," by Patricia Johnson.

4.—Time Signal from Greenwich; "Books to Read," by Ann Spice; Organ and Orchestral Music, from Shepherd's-bush Pavilion; "The Missionary Vocation for Women," by Phyllis A. Hocken.

5.30.—Children's Corner: Katie Goldsmith (solo violin); "Poor Pop," from "Bo-Beep"; "The Birth of a Diamond," by Vivian Corby.

6.40.—Mr. Charles Brown, "Ber-main-an Anak Negri."

7.—Time Signal from Big Ben; Weather Forecast and First General News Bulletin, to all stations; Mr. A. S. E. Ackermann, "Popular Fallacies in Engineering and Science," to all stations.

7.30 (to all stations).—Parry Jones (baritone); Bret Haydn (entertainer); "2LO" Augmented Military Band, conducted by Dan Godfrey, jun.; Band: "Huldigungs March" (Wagner), Overture, "Academic Festival" (Brahms); Parry Jones: "Come Away, Death," "O Mistress Mine," "Blow, Blow, Thou Winter Wind" (R. Quilter).

8 (approx.).—Band: Suite, "Caucasian Sketches" (Ippolitov-Ivanov), "Invitation to the Waltz" (Weber-Weingartner); Bret Haydn.

8.30 (approx.).—Band: "Mars," "Jupiter" (from "The Planets") (Holst); Parry Jones: "Sigh No More, Ladies" (Frederick Austin), "At the Mid-Hour of Night" (Cowen), "In the Dawn" (Elgar), "Silent Noon" (Vaughan Williams).

9 (approx.).—Bret Haydn; Band: Selection, "Reminiscences of Tchaikovsky" (arr. Godfrey).

9.30.—Time Signal from Greenwich; Weather Forecast and Second General News Bulletin, to all stations; Professor R. S. Rait, "Seven Critical Moments in British History—The Twenty-Ninth of May," from Glasgow to all stations; Local News.

10.—Band: Intermezzo, "Moonlight Dance" (Finck), Selection, "Reminiscences of Wales" (Godfrey), "Tarantella of Belphegor" (Roch-Albert).

10.30-11.—Savoy Orpheans and Havana Band, from the Savoy Hotel, to all stations.

CHELMSFORD (5XX, 1,600 metres).—5.30.—Children's Corner, from London.

7.—Programme from London.

7.30.—Carmen Hill (mezzo-soprano); Sydney Coltham (tenor); Angus Morrison (solo pianoforte); John Henry; Salisbury Singers: "Tune Thy Music to Thy Heart" (Thomas Campion), "O Mistress Mine" (Wm. Byrde, arrd. A. C. Dixon), "Drink to Me Only With Thine Eyes" (Mellish, arr. J. W. Ivimey), "My Celia's Arbour" (Horsley); Carmen Hill: "To Daisies," "Love's Philosophy," "Land of Silence," "Song of the Black-bird" (Roger Quilter); Angus Morrison: Prelude in B Flat major, Study in E Flat major, Study in F major, Mazurka in B Flat major (Chopin).

8 (approx.).—Sydney Coltham: "Go, Lovely Rose," "Damask Roses," "Fair House of Joy" (Roger Quilter); John Henry on "Things in General"; Carmen Hill: "Cradle Song," "I Heard a Piper Piping" (Arnold Bax), "Oh, Dear, What Can the Matter Be?" (arr. Bax).

8.30 (approx.).—Angus Morrison: Barearolle, No. 1 (Gabriel Faure); Sydney Coltham: "My Lady Sleeps," "A Serenade" (Cyril Scott).

8.40.—The Right Hon. L. S. M. Amery, M.P., Secretary of State for the Colonies: "The Economic Develop-