

### The Ottawa Spotlight

By Wilfrid Eggleston

Ottawa, August 11.—To offset some of the gloom caused by the widespread failure of the grain crop in Western Canada, and the serious fodder shortage which will compel extraordinary measures to relieve the ranchers and stockmen, there are of late several more hopeful developments being evident at the capital.

Rising wheat prices, accompanied by a general improvement in other farm and garden prices, reflecting mainly the drought of North America but in part overseas influences, are gradually restoring a better balance between agricultural and manufacturing prices. This disparity has long been held by economists to be one of the main factors retarding recovery in Canada. The farmer was able to trade his products on a fair basis with other producers, and he was compelled to pay old debts incurred when prices were high at a time when his own prices were low.

#### Increase Buying Power

Rising agricultural prices will not, of course, help the farmer whose harvest was wiped out by drought or other cause. Nor will they assist, directly, the worker in other occupations. But inasmuch as they increase the buying power of the Canadian farmer they will soon be reflected in greater activity in factories and stores.

Even with an appallingly low yield of wheat in the main western areas it is quite conceivable that the total purchasing power of wheat farmers this year will be the best for several years. It may be recalled that the harvest of 1932 was the third largest in the history of the country, but the average value at the farm was only 35 cents a bushel, and the estimate of the value of that wheat crop by the Dominion Bureau of Statistics was only \$154,700,000.

Even if this year's western wheat crop is only 215 or 225 millions, plus an eastern crop of 15 millions, it is obvious that at prices now current the total value would be somewhat greater than it was in 1932. Indeed, the prospects are now that it will be the most valuable crop since 1930.

#### Stocks on Hand More Valuable

There is another aspect of the sharp advance in wheat prices which should not be missed. The wheat board has been selling wheat at these prices of a dollar and over; also, it still had, at the end of the crop year (July 31) over a hundred million bushels of wheat still to sell. Part of this wheat was, perhaps, carryover from previous years and may by now be standing in the books at a dollar or over. On this there may not be much profit, but at any rate there does not appear to be much likelihood of further loss.

But the most part of the 100 millions still on hand must be what was bought from the western farmer on a basis of 87½ cents a bushel, during the last year. It was understood at the time that this was an interim movement, and that if the board made any surplus, it should be distributed pro rata among the farmers who delivered to the board. Of course there are storage and financing charges on this wheat to deduct, but it would not take much further advance in wheat prices to yield a tidy sum to be distributed among the farmers who sold wheat last year—many of whom had no crop this year and will be grateful for a small extra payment on last year's wheat.

#### Gain in Revenues

Another more optimistic feature in the news is the substantial gain in federal revenues and the slight decrease in expenditures. The improvement in four months is in the neighborhood of 25 million dollars. The employment figures are also a little better, after some months when allowing for seasonal changes, they made practically no headway. The figures showing person on relief, aside from the drought-stricken areas of the west, where there will be some increases, are expected to show marked reduction during this summer, as compared with a year ago. Business in general is more buoyant, and would have been much more so had it not been for the harvest collapse in Western Canada, and the drought in Ontario, which did serious damage. On the long view the light wheat harvest may prove to be a good thing, but it is small consolation for the des-

tute farmers.

Consultations continue regarding the feed situation in the west and the ranchers begin to grow restive. There are numerous and somewhat involved negotiations to complete before Ottawa will be ready to disclose its policy in full. Meantime some of the ranchers don't know whether to sacrifice their stock now for what they can get, or hang on confident

that the government will come to the rescue in adequate fashion.

#### Steady Increase C.N.R. Earnings

Gross revenues of the all-inclusive Canadian National Railways System for the 10-day period ending July 31, 1936, were \$5,179,891 as compared with \$5,134,802, for the corresponding period of 1935, an increase of \$44,999.

#### VICTIMS OF SPAIN'S CIVIL WAR



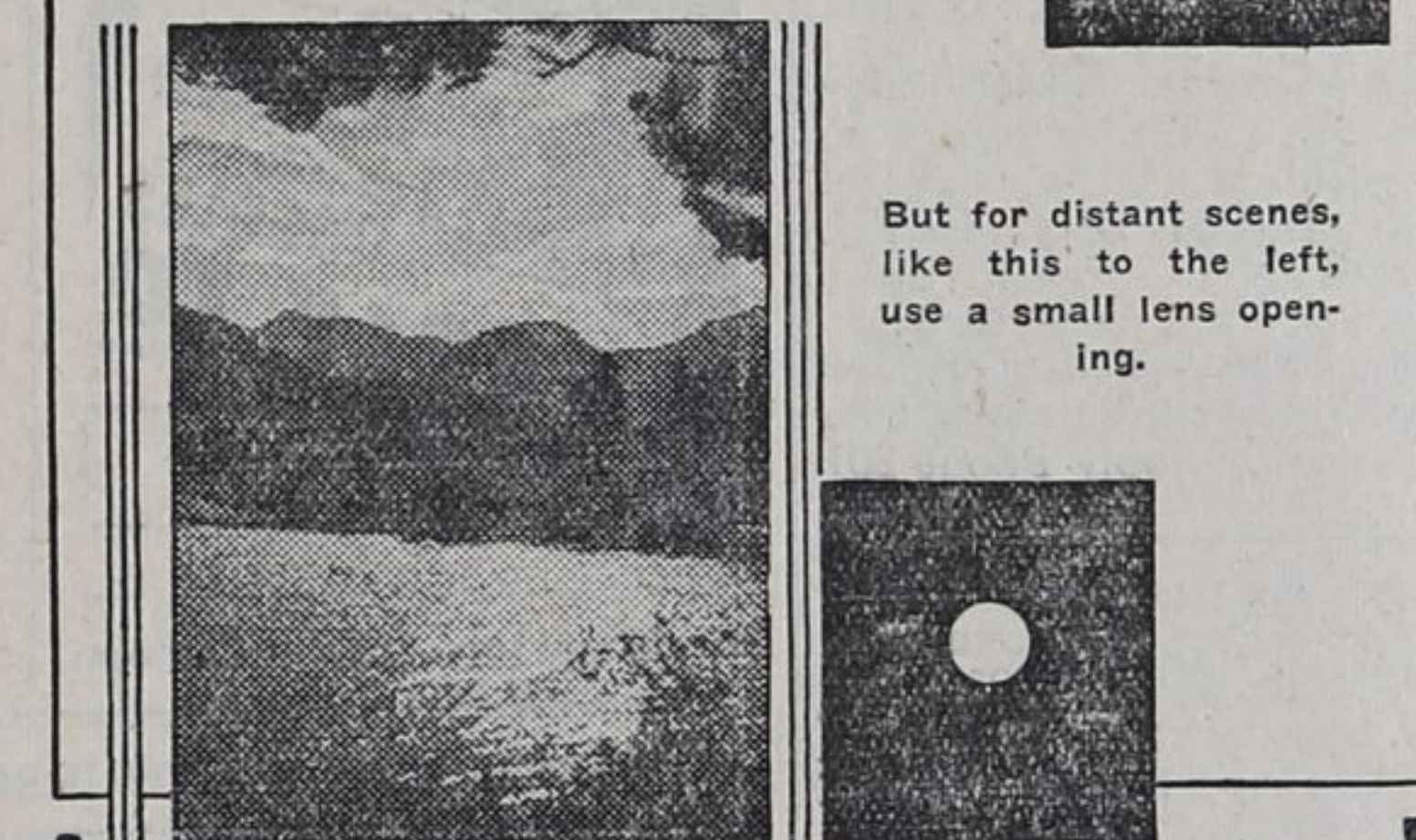
Some conception of the scenes of tragedy current in Spain is given by this graphic photograph of two victims of the revolution sprawled in a street in Barcelona after bitter street battle

### The SNAPSHOT GUILD

IT'S ALL A MATTER OF HOW MUCH LIGHT



For nearby subjects when the light is not very bright as in the picture above, use a wide lens opening.



But for distant scenes, like this to the left, use a small lens opening.

BECAUSE modern cameras and modern film make it possible for us to achieve happy results with very little knowledge of how our cameras function, many of us do not bother to find out, but we will more often get better pictures if we know enough about our cameras to understand what they're up to.

Any camera is simply a light-tight box or chamber, with a film at one end and a bit of optical glass, called a lens, at the other. Add to that a contrivance for admitting light under control into the box, through the lens to the film, and you have the essentials of a camera.

The size of the lens and the extent to which it is opened are important. When the lens opening is large, a lot of light is let into the camera to record the picture on the film. That's all very well, but lenses do not do their best "wide open" in giving sharp images of all objects both near and far. When you want sharp, clean-cut detail from foreground to distance, as in a good landscape picture, you have to use a small lens opening; when you are interested only in picturing an individual or a compact group, as in the dog picture above, you can safely use a relatively larger opening if you focus carefully. Indistinct detail beyond doesn't matter so much, in fact often helps to accentuate the principal subject.

In virtually all cameras there is some means of changing the size of the lens opening. In most box cameras you pull out a little slide at the top of the camera. In most folding cameras there is another type of adjustment called a diaphragm, with which a greater variety of openings can be obtained.

In most diaphragm types, the major settings are shown by numerals

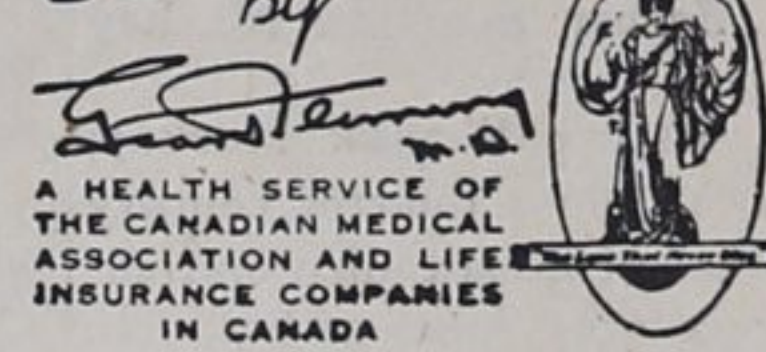
which have a meaning in terms of the ratio between the diameter of the lens opening and the distance from the lens to the film. In designating these settings, the letter f. is used. When you see that a picture was made with the lens at f.11, it means that the opening of the lens was 1/11th of the lens-to-film distance. It happens that f.11 is a good, average opening, neither too large nor too small. In fact some inexpensive cameras have a fixed opening, or aperture, of about that ratio. Smaller openings, f.16 or f.22, for example, cut down the amount of light entering the lens. Consequently, given the same light conditions, longer exposures are required.

That brings us to another gadget which, in terms of time, also controls the amount of light that enters the lens—the shutter. For most ordinary snapshots, a shutter that opens and closes in about 1/25th second is entirely adequate. In fact, this shutter speed, coupled with an opening of f.11, is so nearly right for average outdoor conditions that it is a kind of magic formula. Shutter speeds faster than 1/50th second are seldom needed except for pictures of rapidly moving objects, and then with a larger lens opening; otherwise, not enough light would be admitted.

Lenses, by the way, are rated according to the largest opening at which they work. You hear camera fans talking about f.6.3 lenses, f.4.5 lenses, and even f.2.0 lenses. These "fast" lenses are wonderful things; they'll get pictures under the poorest kind of light and they do have that extra speed when you need it. But even so, they all work better if the subject has adequate light with the resulting opportunity to stop down (use a smaller opening) for the sake of sharper detail.

99 JOHN VAN GUILDER.

## HEALTH



#### TREATMENT OF BACKACHE

Some of the possible causes of backache were considered in the last article, although in such a short space only the more common causes could be mentioned. How can it be treated?

Needless to say—and yet it does need to be said repeatedly—no treatment can be prescribed until the cause of the backache be known. That means a thorough physical examination, not only of the back but of the entire body. In certain forms of backache X-rays may be necessary. The habits and posture of the patient may need to be studied.

Having established a correct diagnosis, what of the treatment? Obviously, this will depend entirely upon the condition found, and is a decision which should be left to a competent physician. Certain general suggestions, however, may prove helpful.

If due to fatigue only, rest alone is usually sufficient. However, heat applied to the back is very soothing, as is also massage.

If there be a back spasm from torn muscle fibres or from a ligamentary tear, it is amazing what relief may come from massage, gentle at first, to get the "confidence" of the muscles, then gradually working deeper, but never with violence. Heat is very helpful; electrical treatments are often helpful if intelligently utilized, but for home use the ordinary electric coil with the copper reflector is very serviceable. So is the good old-fashioned method of "ironing" the patient, through several sheets of brown paper.

but keep the iron moving!

Inflammatory conditions, in addition to the above, require a search for the possible cause of the infection. Suspect the usual foci, teeth, tonsils, nose and sinuses, bowel, gall-bladder, prostate and the neck of the womb when children have been born.

In certain inflammatory types various drug preparations have been found to be almost a specific relief; in other cases special sedatives are advisable. In either instance the choice should be determined by the physician in charge.

Should the patient rest or exercise? This depends entirely upon the cause. Rest in bed is essential in some cases; in others there should be exercise, and sometimes firm manipulation, even under anaesthesia, to break down old adhesions. Again depending upon the cause, other patients may require a spinal cast or a special brace, or may need surgery in some other part of the body.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered personally by letter.

## MAKING UP A SHOPPING LIST

The hall needs a new rug. More towels are needed for the bathroom and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car will soon need tires. Well, we buy a hundred new things every year.

Scattered throughout Canada are manufacturers who make the very things we need. Their products are on sale in certain stores within easy reach. Certain of these products, and certain of these stores, are especially fitted to take care of our special need. But which products and which stores? Which can we afford, and which do we think best? We must look to advertising for advice.

Advertising is the straight line between supply and demand. It saves time spent in haphazard shopping. It leads you directly to your goal. By reading the advertisements, we can determine in advance where the best values can be found. With the aid of advertising, shopping becomes a simple and pleasant business, and budget figures bring more smiles than frowns.

From the pages of this paper you can make up a shopping list that will save you money!

## Advertisements Are a Guide to Value

★ Experts can roughly estimate the value of a product by looking at it. More accurately, by handling and examining it. Its appearance, its texture, the "feel" and the balance of it all mean something to their trained eyes and fingers.

★ But no one person can be an expert on steel, brass, wood, leather, foodstuffs, fabrics, and all of the materials that make up a list of personal purchases. And even experts are fooled, sometimes by concealed flaws and imperfections.

★ There is a surer index of value than the senses of sight and touch—knowledge of the maker's name and for what it stands. Here is the most certain method, except that of actual use, for judging the value of any manufactured goods. Here is the only guarantee against careless workmanship, or the use of shoddy materials.

★ This is one important reason why it pays to read the advertisements and to buy advertised goods. The product that is advertised is worthy of your confidence.

MERCHANDISE MUST BE GOOD OR IT COULDN'T BE CONSISTENTLY ADVERTISED

### Buy Advertised Goods