

The Ottawa Spotlight

By Wilfrid Eggleston

Ottawa, Sept. 15.—The federal government has decided to launch a drive on unemployment by means of a housing campaign. The National Employment Commission, after considering the various aspects of unemployment in Canada, was much impressed by the fact that about one-half of the unemployed in Canada were connected in some way with the building industry. Some business leaders, in fact, say that only two major obstacles now stand in the way of complete recovery for Canada. One is, the discouraging low level of building activity, and the other is, the drought losses of this summer.

Whether this is true or not, it is quite evident that if building activity could be raised to its pre-depression levels, work would be found for several hundred thousand people, either in construction industries, or one of its allied activities, or in other lines of trade to supply the new army of the employed.

It was these considerations which led the National Employment Commission to stress this possible way out of the depression for Canada. And, beginning in some centres at once, the idea is:

A Three-Fold Plan

1. To guarantee lending institutions so that loans can be made cheaply to persons wishing to paint, enlarge or rehabilitate their homes. The co-operation of municipalities will be necessary for it to succeed so will the help of the banks, the construction companies, and the welfare and service clubs of the country. It is hoped to launch a fifty million dollar rehabilitation scheme.

2. A low-cost housing scheme is to be initiated, by co-operation between the Dominion, the provinces and the municipalities. This will call for some government subsidies, as the average worker cannot afford to pay the rent of the kind of house he should have, according to studies made in various centres.

3. An enlargement of the present Dominion Housing Act, so that it will get under way and really accomplish something.

The farmer, at least, is being remembered. Under the first two heads of this program, the rural resident is to be given the same consideration as those who dwell in the cities.

Several Obstacles

There are several "ifs" about the scheme. One question is whether the average home-owner can afford to borrow money, even if he can get it cheap, to improve his present dwelling. If he is already carrying all the load possible, he won't be able to take advantage of the scheme, even with low interest rates.

Another question is: will the municipalities co-operate by exempting such a man from extra taxation for a year or two at least? What holds many people back from improving their property is the knowledge that if they do, taxes, which are high enough already, will rise some more. Still another is: will the dealers in lumber and other raw materials in building, the trades unions and all the other factors entering into the cost of a house, co-operate by rendering their services at the lowest possible figure they can?

The high cost of housing, the high cost of money, and the high level of taxation: these are the three big bogeys which have driven residence building down to such low levels. In the first seven months of 1936 residential construction contracts awarded were valued at \$22,300,000. In 1928 and 1929 the totals at that time of the year were \$85,600,000 and \$81,000,000 respectively.

No wonder there are reported to be 80,000 houses short in Canada, and at least another quarter of a million not really fit to live in.

These obstacles are met in a small measure by the proposed legislation announced last week. Money rates, at least, will be cheaper. But the municipal and private interests will have to make some contribution toward the other difficulties, it would appear, before a big forward drive can be expected.

The goal, however, seems to be worth working for. If 200,000 persons could be re-absorbed into construction and allied industry, and as many more drawn into other industries to look after the workers' new needs, the employment problem in Canada would

S. J. HUNGERFORD



President of the Canadian National Railways, who was named chairman of the new directorate announced by Premier Mackenzie King on Thursday night last. Mr. Hungerford brings to his new office experience gained during fifty years of service with both the major railway systems of Canada, and an intimate knowledge of the transportation requirements of all sections of the Dominion. He has held in succession, important positions of responsibility in connection with the operation, maintenance, construction and administration of the Canadian railways. Railroading has been his life-work and, by reason of this fact, he knows and understands the duties and problems of all grades from apprentice to executive office.

have practically disappeared.

Not much can be done until next spring, but a few experimental projects will, here and there, be started.

HEALTH

A HEALTH SERVICE OF THE CANADIAN MEDICAL ASSOCIATION AND LIFE INSURANCE COMPANIES IN CANADA



IN THE HANDS OF THE BAILIFF

"Well fare the man that invented Sleep." — Cervantes.

Every day of their lives doctors have to be official receivers, administrators, bailiffs, helping weary and worn sick people to restore health balance and avert crashes. Every day they have to urge and demonstrate the principles of health economics which alone can restore solvency and may even in time bring back prosperity. But what has been done wrong must be undone: extravagance must give place to retrenchment. We must get out of debt in Mother Nature's books and keep out.

The medicine called "Rest" can be dispensed to sick people fairly freely and taken almost ad libitum without great harm. But the medicine called "Exercise" should be prescribed to sick or even convalescent people in exact doses and often even marked with a "Poison" label. For too large doses or at wrong times will do harm, and prolonged wrong and excessive dosages may even kill, have killed many and many a time. Tuberculous people forty years ago were often told to walk in the open air. The air was very good, but the walk at wrong stages and in wrong amounts, actually killed. Now they are told to lie and rest in the open air. Both air and rest are good and fairly safe, so casualties are fewer. A time comes for the stronger medicine of walking in the open air, but that should be by prescription of a physician who knows all the tricks of this very tricky disease.

What rest is, how to rest, how much to rest, how many energy-consuming odds and ends can, should, must be given up are

among the first lessons a sick man must learn. Anything that consumes energy pleasurable, with profit, painfully or wastefully, is work. Talking is work, indeed often one of the most wearing forms of work in that it dissipates both physical and nervous energy. An argument or a vivacious conversation may be violent exercise. Standing is work, and even sitting is less restful than lying. Excitement or emotion consume high voltage. Games of bluff or chance are bad. Even chess costs more very often than can be spared. Fussy dressing or "dolling up" is bad medicine.

Even reading must be regulated, but after heavy and intense books have been laid aside for the time, there are still, thank heaven, whole cases of pleasant and placid volumes to wander through almost at will. Writing must come under control. Letter-writing has been a fateful leakage for many a sick person and letter-reading not always conducive to rest. In short, beware the postman!

While rest is an almost universal medicine there is none more difficult to fit exactly to the needs of each and all. No two need exactly the same prescription. One man's meat is another man's poison. One cannot lift hand to head without harm, or have a visitor for a minute without danger, or whisper without wasting some chances of recovery. Another, still a sick man, could be sent to the woods to fell trees as a medicine for his ills.

A time of special danger is the time when restrictions begin to be removed, when the bankrupt-spendthrift is allowed a trifle of pocket money, and feels like a millionaire; when the bland diet of rest can be spiced and made perhaps more palatable by a sprinkling of exercise. Remember that the spice is not diet, only seasoning, and that a spice appetite may upset the whole digestive processes. Harmful little interests have a way of growing into strenuous main purposes and harmful and laborious occupations. Any fool can be wise for the day when the fear of death is on him, but it takes the wisdom and self-control of a man to per-

severe when all is going well, and everything tempts him off the job.

Yet if rest has a major place in therapy, work has its indications also. Even rest has to be recovered from. Exercise will restore function, get muscles into condition, keep down fat, break monotony, and, if rightly judged as to time, kind and amount, — not otherwise — contribute to the happy result called cure.

What a house on fire needs is the fire-fighter, not the carpenter

but when the fire is dead out the carpenter is the man for your money. But be sure about the ashes. Better too much fire-fighting than too little. Be patient. Go slow. Don't fall into debt again. Illness is a school, and if you have learned nothing while in bed, you are hopeless. Be not weary in well-doing, for in due season ye shall reap, if ye faint not.

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

MAKING UP A SHOPPING LIST

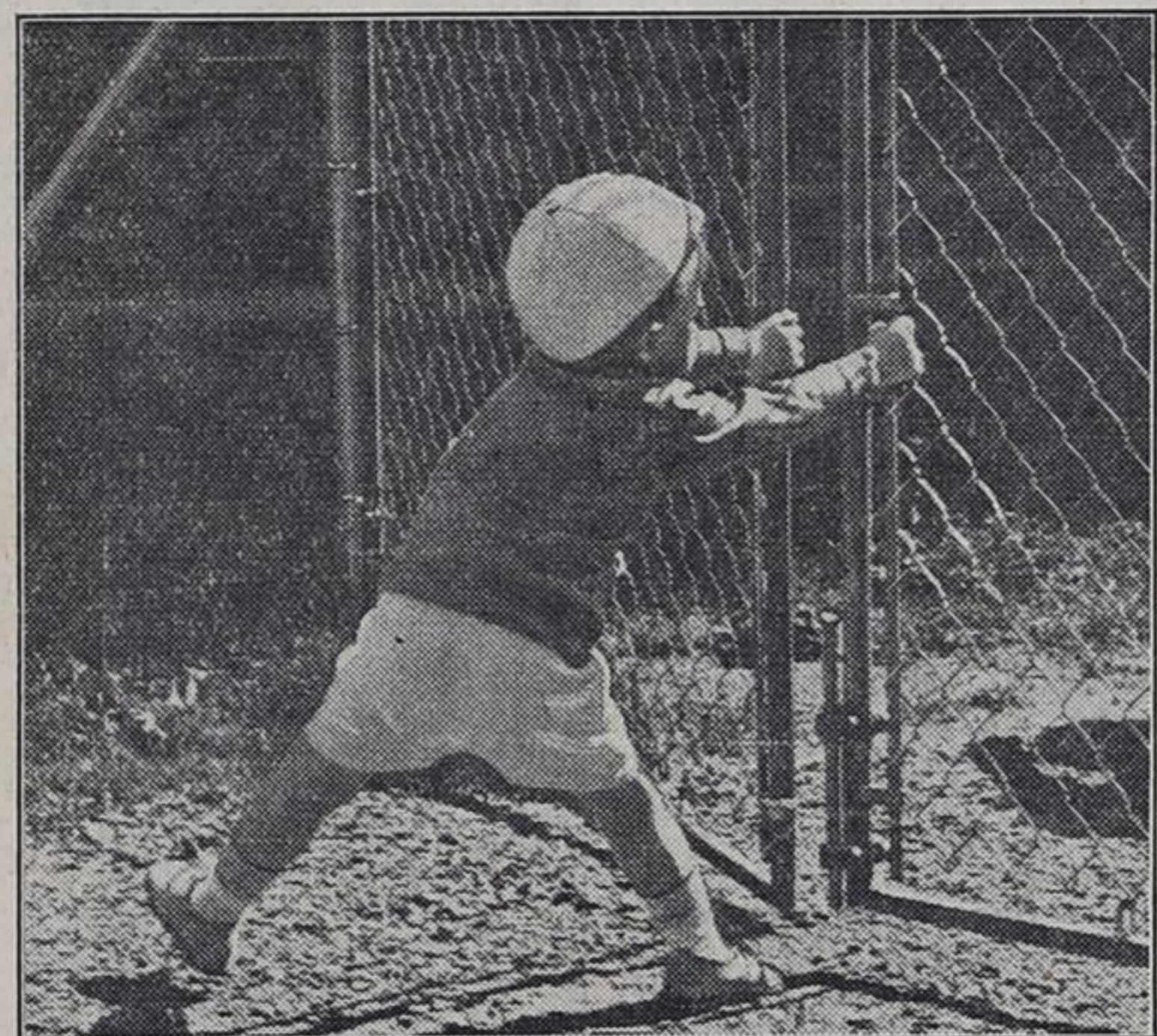
The hall needs a new rug. More towels are needed for the bathroom, and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car will soon need tires. Well, we buy a hundred new things every year.

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!

The SNAPSHOT GUILD
ACTION IN 'STILL' PICTURES



Fling wide the gates! A small bundle of energy goes into action. Exposure 1/50 second at f.11.

ALTHOUGH the word "action," as a photographic term, is more frequently associated with the motion picture camera, we should not forget that it plays an important part in picture-taking with a "still" camera. We should not allow either the word "action" or the word "still" to mislead us.

There can be a lot of action represented in a picture that we distinguish from motion pictures by the word "still." The sense of action may be conveyed very strongly when the rapid or violent movement of a person, animal or object is "stopped" by a "still" camera equipped with an ultra-fast lens and a fast shutter. Take, for example, a shot of a jockey hurtling over the head of his mount as it stumbles in a steeplechase. There is no sense of stillness about that, and it is an "action" shot no different from that taken by the motion picture camera, except that, instead of a series of negatives depicting changed positions of the subject, there is only one negative.

But action, photographically speaking, does not always mean the representation of violence or velocity. It may mean also the depicting of some expression or suggestion of action, which may be very slight, but the result is that the "still" picture is far from still in the meaning it conveys to us. This any ordinary camera can do.

For instance, in the photograph of a person, the way the eyes are turned, the expression of the lips, the position of a hand, the posture of the

body, caught at the right moment, may very vividly convey a sense of action and be even more dramatic than some rapid movement that was "stopped." Little actions of the face, body or limbs, such as we often see on the stage, can be immensely significant. They may suggest perfectly something that has happened or is about to happen and when we catch them on the negative, our "still" picture comes to life, truly becomes an "action" picture.

Our skill in obtaining any kind of "action" picture with a "still" camera depends upon our ability to choose the right moment for snapping the shutter. It may mean a little action or a big action. It may mean the high jumper's heels just as he clears the bar or it may mean an absorbed child at his building blocks. It may mean the twinkling of water in a brook or the rush of a great cataraet. It may mean only the glare in a night sky from the hearths of a steel mill, or, inside the mill, a great hydraulic hammer "stopped" in its fall.

Experience does the most for you in timing such pictures, but it is surprising how Lady Luck will help you if you do not depend entirely on one exposure. If circumstances permit, try another and another of the same subject. Keep shooting. The chances are that one among a half dozen or more will be good enough to show with pride, because, happily, it caught the "action" at just the significant moment.

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Sell It By Advertising!

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