

The Ottawa Spotlight

By Wilfrid Eggleston

Ottawa, Sept. 22.—Radio, the Canadian National Railways, and the Bank of Canada are all away to a new start, with new blood in the management of affairs, and some changes in general policy. Broadly speaking, the government is carrying out election pledges, and is seeking to correct some weaknesses which the experience of recent years disclosed.

Take radio, for instance. For three years we have had a commission of three, with the chairman acting as general manager. Many improvements in radio broadcasting have resulted. But a parliamentary committee last session concluded that the three-man commission was a faulty set-up. They recommended a change to the British system.

So now we have a Board of Governors, nine in number, with the witty Leonard Brockington of Winnipeg as chairman, and such well known persons as Nellie McClung, Wilfred Bovey and N. L. Nathanson on it. Also we are to have a general manager, almost certainly Major Gladstone Murray, a Canadian who has reached the top rungs in British broadcasting.

Division of Duties

The Board of Governors will appraise and direct public taste in the matter of programs; the general manager and his assistant will seek to give the public what the governors think it wants. The control enjoyed formerly by the commission is divided.

There will be, also, some building of stations and some increases in power of existing stations. The Canadian Broadcasting Corporation won't have the money to acquire all private stations, but it will gradually extend public ownership as funds permit. It will try to reach some of the 'dead spots' in regions of Canada which cannot now hear our own programs.

The chairman has a deep faith in the possibilities of radio broadcasting to bring and bind together the diverse far-flung parts of Canada. He is a man of cultured tastes, and will seek to raise the standard of programs to a desirable level. Not too high-brow, of course. But sufficiently high that those people who want something 'a bit better' on the air won't be disappointed.

Changes on C.N.R.

What about the 'new deal' on the Canadian National?

We have had three years of three-man trustee government with the chairman all-powerful. It was to be a sort of receivership for a bankrupt system. The present government doesn't believe that it accomplished any more than a good directorate would have, in concrete results, and that it had a depressing effect on the morale of the employees. So now we go back to a board of directors—but not the board as of Sir Henry Thornton's day. That was a large (17) and scattered directorate, with limited powers of supervision. Now we have a small, efficient (so it is hoped) board of seven, embracing some outstanding lawyers and mining men. The president, S. J. Hungerford, is also the chairman, but before long it is proposed to separate these offices.

Its first job is to make the system pay its bond interest; if that is possible. It will go out after business, maintain economies, restore the morale of the workers, resist political pressure. That is the theory, at any rate. We are all interested financially because it costs the average man, woman and child five dollars a year in taxes to meet the deficits of the railway. Say \$25 per year for the head of the typical family. With business rising to better levels, it should be possible to pare down the annual deficit.

Public-Controlled Bank

The change in the Bank of Canada is not drastic, but in effect it turns a privately owned and controlled institution into one which is potentially under the thumb of the government of the day. The choice of directors suggests that the government is not hide-bound about monetary policy. George Coote is one of the monetary reformers, and Professor McQueen is a young vigorous minded chap who has little use for stand-pattism. The government purchased a majority of shares last week also, and so the majority of ownership is vested in the people now.

The National Employment Commission hopes that 45,000

HEALTH

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



MY MACHINERY

"I will praise Thee: for I am fearfully and wonderfully made."—A Psalm of David.

We are the marvels of the ages, with minds that span space and time, with capacities beyond the strongest engines, and niceties of adjustments beside which hair springs of watches are clumsy as cave-men's clubs. The strong, smooth, adaptable, sweet running of such systems of intricacies is Health, and anything that mars the strength, smoothness, adaptability or sweetness of the running, or wears out the works unduly, is either in itself a disease or something that will lead to disease. An accident is a monkey-wrench thrown into the delicately-adjusted works.

In life's first half organs and elements are at their best, except for hang-overs of heredity which are like old parts put into new cars; the glory of young men is their strength. Yet in this glowing first half germs make mass attacks, and gross infections beset, that can destroy a machine so utterly or do life-enduring damage. Measles, whooping-cough, scarlet fever, tuberculosis and all the colds and flus are rampant.

By the second half, while most of these may have spent themselves, new ones wax as the others wane, pneumonia, bronchitis, cardiac, renal and rheumatic types. And older tissues may get a craze of untimely youth and growth and go on the rampage in a group of diseases called cancer. The crab. In the second half al-

single men will be taken on to farms under the farm improvement scheme, which bonuses the farmer as well as the worker. The Youth Employment Committee is also preparing schemes to absorb smaller numbers of unemployed youth this winter.

Trade and revenue figures continue to rise.

so, whether specially damaged or not, the tissues begin to show signs—that is symptoms—of wearing out. It may be that some one organ gives special trouble, and an oldish man will tell you he would be all right if he could only buy a few spare parts. Or the whole mechanism may wear out fairly equally, like the deacon's one-hoss-shay, built in such a wonderful way that no part was stronger or weaker than any other; so, naturally, it went to pieces all at once, all at once and nothing first, just as bubbles do when they burst. And that was the end of the one-hoss-shay. One may come to the end in a full age, like a shock of corn cometh in in his season.

Touchstone, the clown, had a good idea of the two halves of life. The melancholy Jaques, the crabbed philosopher, thought, "all the world's a stage", and dramatized man socially, "his acts being seven ages, at first the infant, mewling and puking in the nurse's arms," and finally:

"Last scene of all That ends this strange eventful history In second childishness and mere oblivion:

Sans teeth, sans eyes, sans taste, sans everything." The clown, thinking not of the social actor but the physical man, saw two stages, development and decline. "And thus (first half) from hour to hour we ripe and ripe; and then (second half) from hour to hour we rot and rot, and thereby hangs a tale."

When Pasteur found disease germs and the age of the microscope began; when Lister built on this foundation a new surgery and men like Koch a new preventive medicine; and when these mysteries became popular knowledge, so that every housewife applied them hourly, death-rates were cut and life-spans lengthened almost as though we had at last eaten of the tree of life in the midst of the garden. Surgeons think of the Pasteur-Lister-Koch new dawn as an incalculable service to mankind through the new surgery; physicians as an almost greater service through new principles learned about many diseases, their care and cure. But the greatest service of all was the increase in knowledge of disease prevention and cure that came to ordinary people, to mothers and teachers, housewives and city

councillors, butchers and bakers, and candle-stick makers. A good housewife today, without special instruction, but acting on what she knows and applies at home every day, could prepare a room for an operation better than the best of surgeons or the best of nurses could have done it before Lister. This widespread intelligence about the ways of disease and health (and of course it should be much wider) is the best result of the new knowledge.

The first infection-ridden half of life has been indeed transformed by the new knowledge, but second half much less, except for the advantages of new surgery. The average life-span may reach new heights each decade because infants do not die of summer diarrhoea, or children of diphtheria, and yet the middle-aged have not gone on smotherly to Methusaleh ages, even when they ate what was put on their plate.

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

MAKING UP A SHOPPING LIST

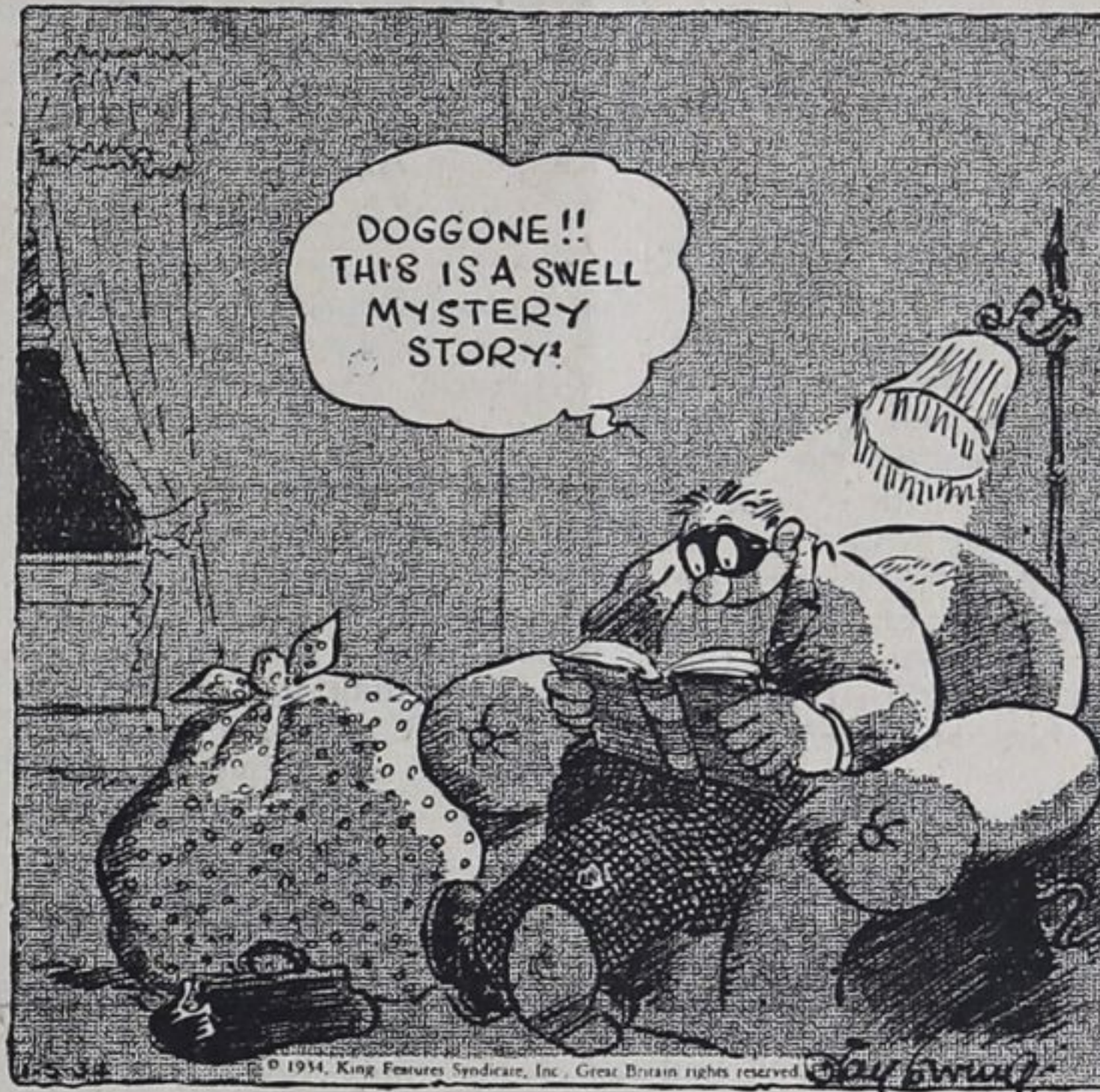
The hall needs a new rug. More towels are needed for the bathroom, and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car will soon need tires. Well, we buy a hundred new things every year.

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!

FANCIFUL FABLES



The SNAPSHOT GUILD

DO OUR EYES BETRAY US?

PICTURE-TAKERS are often surprised to discover that, although the camera lens is just a piece of inanimate glass, it sees things the human eye does not.

Actually, in a given scene the same images reach the eye as the lens but while they all reach the camera film some of them do not register on the brain. Does the eye betray us? No, it is because the mind tends to select from the images received by the eye those in which it is most interested and to reject or disregard the rest.

This is something to remember when you get ready to take a picture. Neither the lens nor the film selects. Together they record everything the light transmits. Hence, the disconcerting things that often appear in a photograph because the mind disregarded them when the shutter was snapped—objects that in the print stand out with startling emphasis and which you would almost swear never could have been there.

For example, so many snapshots of landscapes are marred by the appearance of telegraph wires streaking across the sky, not to mention the telegraph poles, or by sign boards and unsightly buildings that went unnoticed when the picture was snapped, jarring a composition that would be otherwise appealing because of the natural beauty of the scene. Or, often in interior views of a home, objects in disorder that were not particularly noticeable when the picture was taken, will make themselves startlingly evident in the photograph. Such a thing as a table cover slightly awry, or a newspaper underneath a chair, or mantel-piece objects that may happen to be disarranged will attract unexpected attention in the print. And who has not seen a charming likeness of a person almost made ridiculous by the appearance of an incongruous object in the picture, such as a sign on a store window, some animal that has wandered into focus, unnoticed, or some grinning spectator in the background?

One of the things that often give us surprises in snapshots of persons is a strong shadow across the face, which in the print spoils a good likeness. In taking such a picture, our imagination fills in the dark area satisfactorily, but remember that the camera lens has no imagination.



Shadows will fool the eye, but not the camera lens. The photographer's own shadow did not seem important when he took this picture, but look at the result.

Again, we often let our own shadow barge into the picture, as in the snapshot of the decorative lady above who appears to be standing on somebody's head.

The moral is that when you take a picture, first make your eye the camera lens and your brain the film; then you will know before you shoot exactly what is going to show in the picture.

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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