

**The Ottawa Spotlight**

By Wilfrid Eggleston

Ottawa (Sept. 29. — Canadian farmers in various parts of the country appear to have secured larger markets in the United States as a result of the trade agreement signed a year ago. The new tariff rates have been operating since January 1st, and the figures for eight months are quite encouraging. It is always difficult to assign any one particular cause any national events, because modern life and commerce have become extremely complex. But there seems to be a real relationship between the lower tariff rates given Canada and the enlarged shipments of goods to the States.

Shipments of cheese, for instance, rose from a value of \$45,314 in the first eight months of 1935 to \$1,109,741 in 1936. Shipments of poultry rose from 77,564 pounds to 172,475 pounds. Cream shipments rose from seven gallons to 8,094 gallons; horses, from 4,344 head to 14,495 head; cattle from 81,744 head to 189,407 head; potatoes from 232,153 bushels to 651,890 bushels; turnips, from 852,629 bushels to 1,206,424 bushels; strawberries from 250,273 pounds to 678,002 pounds; maple sugar from 1,539,790 pounds to 4,736,975 pounds.

In spite of duty reductions, exports of hay, of alfalfa and grass seed showed a decrease, but with these exceptions, all farm items on the trade agreement showed an improvement. It is quite likely that some of them would have gained, treaty or no treaty, but not likely that the gains would have been so spectacular.

**Off for the Antipodes**

And now Hon. W. D. Euler, Minister of Trade and Commerce leaves for Australia and New Zealand, to negotiate new trade agreements there. Whether the present ones can be improved upon is a question not easily answered. Canada has been enjoying the better part of the bargain, judging from trade figures, with both countries, and Mr. Euler may find it necessary to offer some substantial concessions to Australia and New Zealand in order to retain the present volume of trade.

These agreements were signed in 1931 and 1932, preceding the Ottawa conference. At that time trade with both countries was at a relatively low ebb; it has grown quite remarkably since. With Australia our trade at present is the highest it ever was; with New Zealand seventh on the list. Which illustrates the importance of the mission upon which Mr. Euler is leaving.

They are tinkering with the Dominion Housing Act again to see if it cannot be made a little more effective. The present government doesn't think the statute is very much use, but they found it there, on the books, and are trying to make it work. Only about 500 applicants for loans have so far been approved, providing homes and apartments for perhaps 700 persons. This doesn't touch the fringe of the housing problem in Canada. The Housing Act only assists that small class of persons with a fairly good income, some capital or land already available, and held up only by the high cost of second mortgage money. The people who need housing the worst get no help at all from the measure.

**May Help Somewhat**

It is possible that the latest amendments to the Act will bring it within the scope of a few people in more modest circumstances. There is \$10,000,000 of Federal money waiting for loan approval, enough to launch a 50-million dollar project. So far only eight or nine per cent of it has been put to work, after 15 or 16 months of operation.

More ambitious housing plans are being developed by the architects of the National Employment Commission, and we shall have, in the next session, legislation to launch subsidized building of thousands of homes for workers across the country, it is indicated.

This coming session is bound to see a revival of the 1912-13 cry for imperial and Canadian defence—if war hasn't broken out before then. There are growing indications that a body of opinion in Canada believes that we need to strengthen our coasts, and improve our air defence. Even the least jingoistic of newspapers are beginning to say that the League, on which we based our hope of the prevention of war in this generation, has lamentably

**HEALTH**

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



**MAIMERS, CRIPPLERS AND KILLERS**

"There is a lion without; I shall be slain in the streets."  
—Book of Proverbs

At an early and later ages of life, in the first half and the second half, in city and country, in backward and progressive communities, among peoples savage or primitive, or crude or more civilized, from blazing tropics to Arctic snows, what are the chief maimers, cripples and killers of the race?

In the earliest days the primitive peoples kept some kind of health by moving away from their accumulated camp dirt, and by keeping away strangers who might bring strange diseases. A primitive community in its isolation had few kinds of diseases; a modern civilized community by its travel and trade has gathered many. Primitive peoples had a sense of safety in their isolation, and an adventurer from another tribe who would break that isolation they were inclined to meet at the bounds of their settlement, with a club. Modern people deal with disease not by isolation but by Science.

In the middle ages, when the protection that isolation gave had been largely lost and the protection that Science gives had not yet been gained, the people were in a bad way. It was a strange year when there was not a plague or a pestilence somewhere. While we speak of the Great Plague as having struck London in 1665, when among less than half a million people the deaths rose to eight thousand or more a week, it is true that the Plague had been endemic, that is constantly

failed, and that we must find assurance and aid elsewhere now. We shall hear a good deal about the Monroe Doctrine, the need of the highly armed British Empire, and so on.

more or less active, with considerable death rates in London, for sixty years before that.

The middle ages were truly pestilence ridden, so are many places in the world today. In spite of Pasteur and Lister, Koch and Ronald Ross, in many regions still the infections are the great toll-gatherers for Death. In the tropics, except where they are well health-officered, as in the Panama Canal zone, malaria is the greatest menace to life and health, and to industry as well. It was malaria, by the way, more than anything else that knocked the physical and mental and moral bottoms out of the glory that was Greece. As it spread even the literature shows deterioration and growing pessimism. While malaria in Canada is negligible, yet Dr. Osler thought, the whole world over, it is today the greatest killer and maimer of the race.

Tuberculosis, consumption, the Great White Plague, was for centuries "Captain of the Men of Death" in many countries. Now in a couple of generations, the captain is reduced to corporal or less, though still Field-Marshal or Commander-in-Chief in many ignorant, low-living, poverty-depressed communities such as those of our half-primitive but house-dwelling Indians. They live in houses but don't know how. In Manitoba the Indian death-rate from tuberculosis is twenty-four times that of the unmixed whites.

In some pitiful places of the earth, such as the Yellow River Valley of China, hunger still snipes by retail, as it has done among all primitive peoples whose living depended upon the happy

chances of the hunter, and still slaughters by wholesale in times of flood and calamity. In Russia in the past five years estimates of deaths from famine range from three to fifteen millions.

Our own boasted civilization, which in many ways has little enough to boast of, have their own killers, maimers and cripples. Ordinary people like ourselves can lose health and vigor and even life, by eating—or slimming—not wisely but too well. From streets and highways the demon speed vomits into hospitals the broken bodies of young and old. Too often booze-light-

ed morons are at the wheels. And a Great War, monumentally stupid, with giant scythe, lays many millions of lusty youth, a needless and world-devastating harvest, in the rotting swaths and windrows of horrid death.

Which, then, is the greatest killer or maimer or crippler of them all? After all, the world is wide and the ways men live and die are very serious, so that this evil pre-eminence can scarcely be adjudicated.

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

**UNUSUAL FACTS REVEALED**

—by "Movie Spotlight"



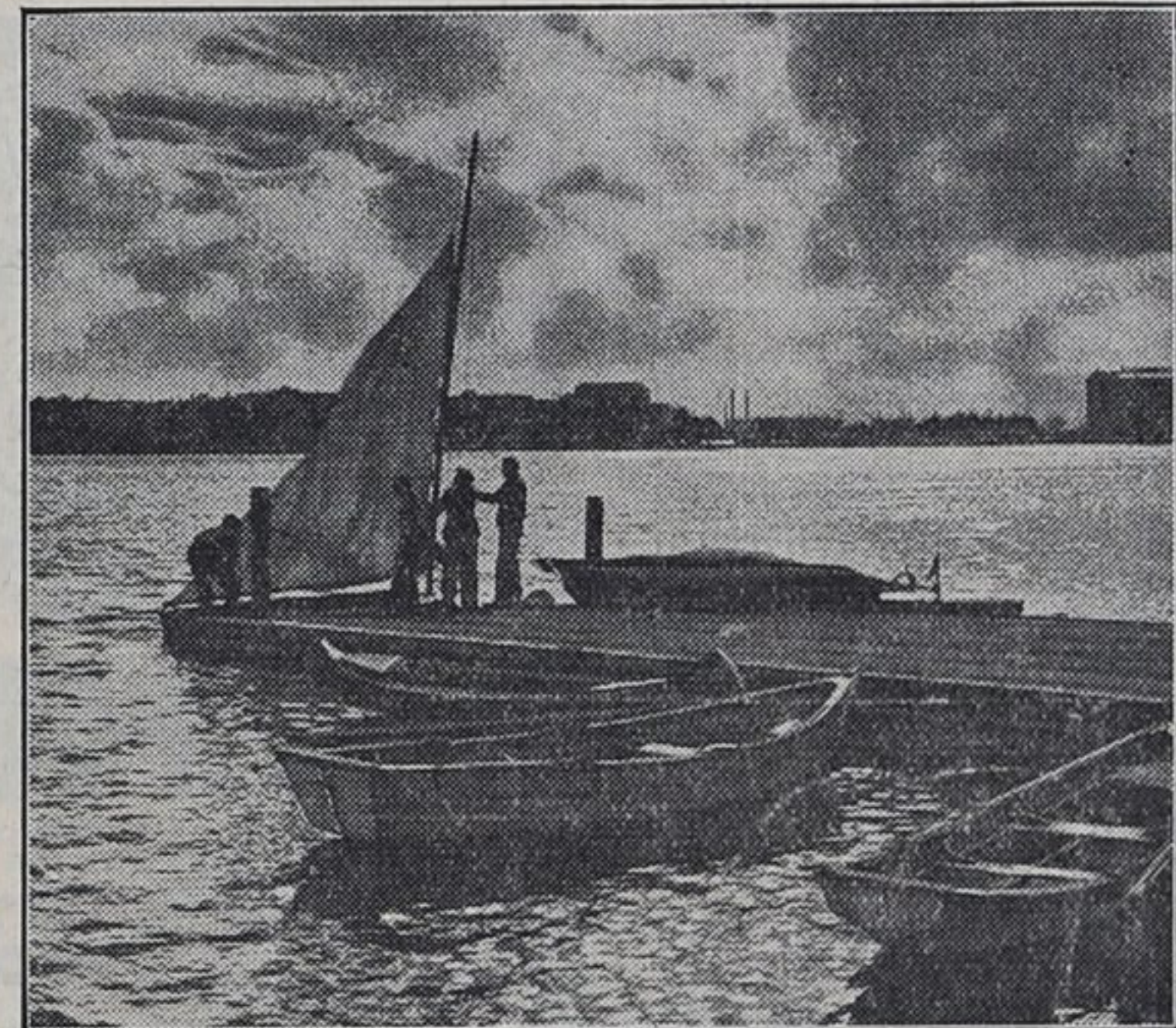
Scallions of love! JEAN ARTHUR merits a place in the Hall of Fame. During the filming of ADVENTURE IN MANHATTAN, she played a love scene with JOEL McCREA, who had been munching scallions. Time out had to be taken in "takes" so that Jean could be revived.

REGINALD OWEN served three years in France as lieutenant of the Royal Garrison Artillery...



Tongue-twisting HERMAN BING is an accomplished linguist and collects foreign dictionaries. Everyone at Columbia Studios was convulsed every time Herman rolled his 'r's'.

**The SNAPSHOT GUILD**  
SHOTS OVER BRIGHT WATERS



Artistic value and extra light combine to help the photographer in scenes that include an expanse of water. Clouds and back lighting enhance this shot.

If you live by the sea, lake or river, or when you spend time by them for health and recreation, don't forget that you are in a photographers' paradise.

Always where there is water, by it or on it, there are presented to the amateur picture-taker scenes of charm, beauty, action and human interest, as subject and background for eye-delighting photographs. The ocean surf, the mirrored calm of still waters in bay and inlet, the beauty of shore lines, seaport villages nestling at the water's edge, shadowed wharves, majestically moving steamships, speeding motor craft, graceful sailing yachts heeling to the wind, the men of the sea doing their salty tasks, and, inland, much the same scenes on lake and river—what more in opportunity for the camera enthusiast?

In addition, where there is water, one seldom has to complain of lack of light, even on the stormiest day, for water is a natural, sometimes dazzling, reflector. Indeed, if you will take note, color tones of most everything that composes the scenic frame of bodies of water are more brilliant—bluer, greener, redder, yellower, whiter—than in landscapes. Chances for clear, sharp pictures are the best.

This over-sufficiency of light is something to allow for when you are making pictures over the water on bright days. Beware the large stop

opening. Just as you squint your eyes on the water, the diaphragm of the lens generally must be stopped down to a small opening to keep it from letting in too much light.

Cameras with fast lenses and ultra-rapid shutters are decidedly an advantage on the water, as elsewhere, because, when you want a close-up of a racing motor boat or the dive of a bathing beauty, the required extra speed is available, but the inexpensive fixed focus box type of camera does a splendid job with many marine scenes. Its average of clear, sharp pictures over bright waters is high. Good enlargements, too, may usually be obtained from the negatives. The second or smaller stop opening is the one to use where light is so intensely reflected.

Aboard steamships and sailing yachts are wonderful chances with any camera for striking angle shots, up or down, of funnels, sails and rigging, with cloud-studded sky or whitecaps as a background. Again, vessels at anchor in the shelter of a breakwater where outlines of their hulls are reflected in the water's surface often make enchanting pictures if thought is taken of the composition. On the water, too, we find the best opportunities for pseudo-moonlight pictures, shots taken into the sun when it is low (with fairly small lens opening), catching the shining path of its reflections from the dancing waves.

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Want Ads. Bring Results  
Will Bring Results

**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**