

the larger the volume of advertising revenue a newspaper has the greater is its ability to provide its readers with honest, independent news and editorials. This is why newspapers, aside from their desire to make a profit, are hypersensitive to any suggestion of special taxes, their principal source of revenue and the jugular vein of their business.

In this case opponents of Mr. Gordon's plan are less worried about his objective than about what this form of government regulation may lead to. The scheme had its genesis in a much more radical proposal advanced in 1960 at the Kingston Conference, a Liberal meeting at which many other ideas now adopted by the present government were first put forward. The proposal made at Kingston was that all advertising (and perhaps other merchandising expenditures) be made non-deductible for tax purposes—no matter what the ownership of the publication carrying the advertising.

It is the proper role of government, according to the Kingston proposal, "to step in and alter the incentives," and the most effective way of doing so would be to curtail or eliminate advertising by refusing to allow it for tax purposes. In a word, if the government believes people are buying too many cars and not enough education it can best reverse the trend by cutting off the public's access to information about cars. It is not difficult to imagine how few businesses would be able to advertise at all under such a plan—or, for that matter, how little the public would be able to learn about what consumer goods it could buy.

Mr. Gordon's current proposal could be but a first step in this direction. Once he has the authority to ban advertising expenditures in foreign-controlled publications the next step would be to ban advertising by foreign manufacturers as a way of helping Canadian industry. After that the ultimate foolishness of the Kingston proposal would seem logical, and the government could ban advertising of anything—from fish-tailed cars to pop-up toasters—which it thinks the public should not buy.

On Germany's part there had been great practical difficulties. Responding to pressures from Egyptian President Nasser, who last winter received the East German leader Walter Ulbricht on an official visit to Cairo, the West German government had cancelled a half-fulfilled contract to ship arms to Israel, their hope being that the step would persuade the United Arab Republic not to carry out its threat of recognizing East Germany. Then, in an attempt to mollify Israelis, the Bonn government offered economic aid to compensate for the broken arms agreement—an offer not yet taken up by Israel—and took the initiative towards an exchange of ambassadors.

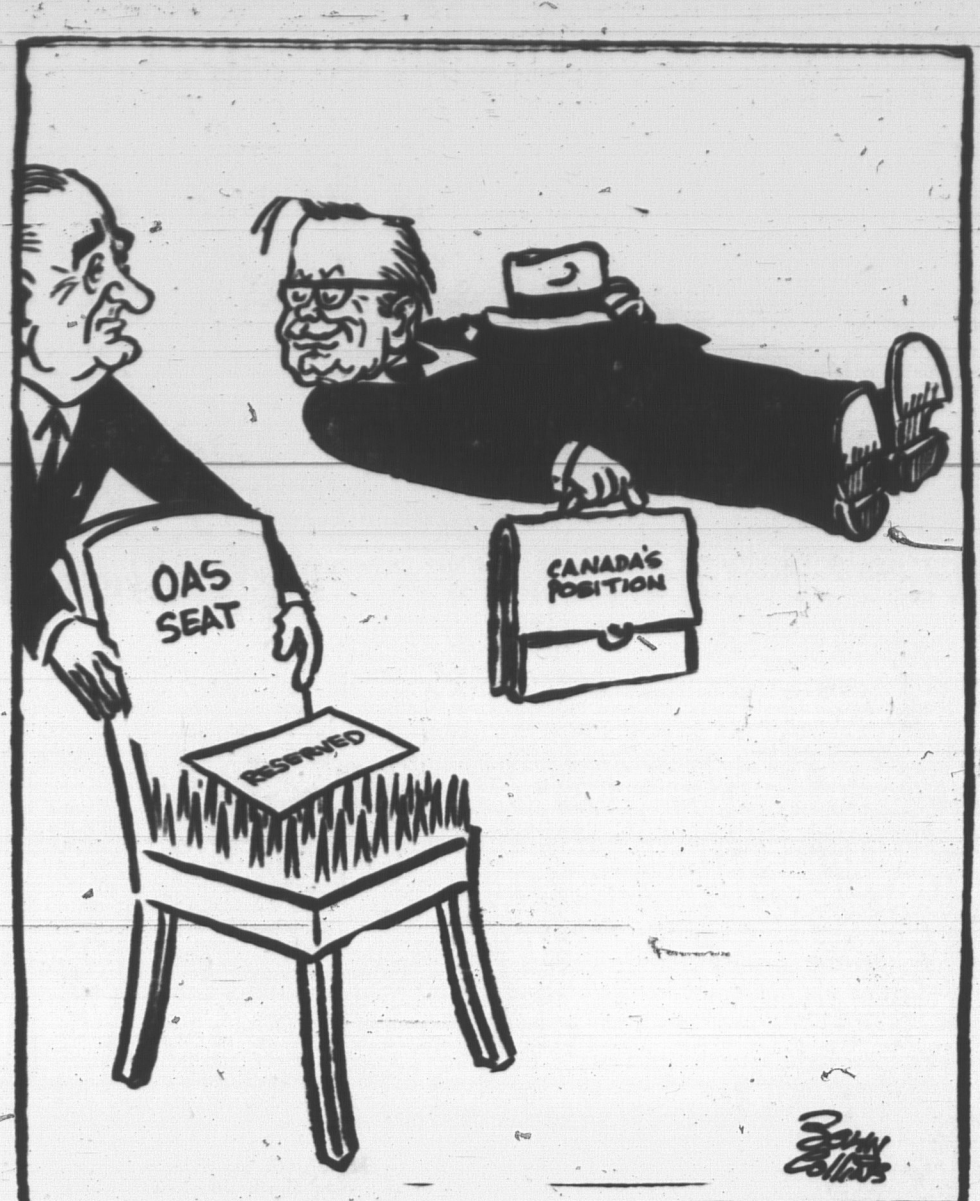
Bonn's formal establishment last week of ties with Israel provoked the expected reaction in the Arab world. The UAR and nine other Arab states severed diplomatic relations with Bonn. But President Bourguiba of Tunisia was able to induce Libya and Morocco to join him in defying President Nasser's lead and retaining diplomatic ties with West Germany. Moreover, thus far none of the Arab governments have extended full-dress formal recognition to East Germany.

With Queen Elizabeth now visiting West Germany on a mission of amity and goodwill, this new relation of Bonn with Israel marks another forward step in West Germany's emergence from the nightmare of the past. War memories will linger among the victims of Nazism; but there are new challenges to be faced today, and it is vital to world peace—and certainly to the future of Israel—that they be faced in a spirit of reconciliation.

The public is sometimes mystified by the hostility with which newspapers instinctively react to government proposals for "assisting" the press, as with Finance Minister Gordon's current plan to prohibit foreign ownership through taxation of advertising. Some of the historic reasons for this sensitivity are set out in recent articles in the Winnipeg Free Press, and our readers may find a review of them interesting. Certainly they relate to a matter which is of prime public concern.

Governments over the years, it is recalled, have found that the simplest way to maintain a tame and friendly press is to keep it economically dependent on government favors. A tax imposed or withdrawn, a protective tariff, an open or indirect public subsidy—these have always been effective techniques in suborning independent newspapers, and there have always been publishers and editors willing to put their pocketbooks ahead of their principles.

It is not many years since the same kind of pressures could be brought to bear on newspapers by their major advertisers. Some people still have the impression that advertisers can influence or alter a newspaper's news and editorial policies. The truth is precisely the reverse.



SUSPENDED ANIMATION TORNADO CONTROL

Latest Goal Of The Weather Scientists

National Geographic Society Meteorologists believe that man may someday be able to thwart tornadoes, the destructive and freakish storms that have caused heavy loss of life in the spring of 1965. The current twist is that driven planks like spears through solid masonry walls. A black-top road in Michigan was rolled back as if it were a rug. Ordinary wind-measuring devices are smashed by tornado winds moving perhaps 400 or more miles an hour, the National Geographic Society says. But a new type of radar called the Doppler system will soon enable research scientists to measure for the first time the fantastic speed of particles caught up in the dark, rotating funnels of the storms. Certain Conditions Prevail Weathermen cannot yet predict exactly when or where a deadly cone of wind will burst from the clouds and scythe across the countryside. However, a certain combination of conditions appears indispensable for a tornado's formation: moist, warm air at low levels and cool, dry air at higher levels; a southerly wind at the surface and a strong wind blowing over it from a different direction. During the past few years, meteorologists have had increasing success in detecting tornadoes and following their progress on radar screens. "If we had enough radars," says Dr. Jerome Spar, director of meteorological research for the U.S. Weather Bureau in Washington, D.C., "we could observe every tornado in the country. To collect data about tornadoes, weathermen attached to the Bureau's Severe Storms Laboratory on the University of Oklahoma campus at Norman are flying into the violent thunderstorms with which tornadoes are associated. "The big problem is to understand the dynamics of tornadoes and ultimately to predict them," says Dr. Spar. "Over the last five years we have succeeded in developing a somewhat more satisfactory model of what environmental conditions are associated with tornadoes. But a good deal more work needs to be done." Another problem being studied by the Weather Bureau is to develop an early warning and communication system to alert the public, especially at times when most people would not be listening to their radios or watching television.

Kenya's Blueprint

Milwaukee Journal Kenya's blueprint for its own brand of African socialism outlines the economic policies of a welfare state, while sharply rejecting the doctrine of communism. In presenting the plans last week, President Jomo Kenyatta said they should lay to rest the controversy and uneasiness about his nation's economic aims. One of the toughest problems centers on the former white highlands, where Europeans who owned a sixth of Kenya's farm land produced 85 per cent of its marketable agricultural product. The resettlement of this land is proceeding and 650,000 of some 1,100,000 acres had been distributed by last June. Still to be determined, however, is how much of the remainder to let the Europeans keep and what price to pay for farm land surrendered. Kenyatta's blueprint gives assurances that all compensation will be paid where businesses are nationalized. The 183,000 Asians, mostly Hindus and Pakistanis, who are heavily involved in business are to be encouraged to invest in their own enterprises at long-term savings to state development agencies. Another proposal seeks legislation to prevent non-Kenya citizens from purchasing land without government approval. By 1970 Kenya hopes to achieve a 5.7 per cent growth rate, double the value of its \$224 million in exports and boost agricultural output by 70 per cent. The country will need an estimated \$897 million in new investment and it hopes to obtain about two-thirds from the private interests. Kenya has an opportunity, through wise pursuit of what Kenyatta calls "democratic African socialism," to prove that the black man can run a responsible government, to give a lead to other new nations in Africa, and to refute the apartheid policies of its bitter continental enemy, South Africa.

Welsh Nationalists

Winnipeg Free Press Canada is not the only country to have difficulty about a flag. Recent dispatches from South Africa have indicated that a storm over the use of the Union Jack is brewing there, and more recently still we have news of flag trouble in Wales. The Union Jack—to Welsh nationalists a symbol of English aggression—was burned the other week by a group of Welsh patriots in protest against a project to dam the Clywedog Valley. The damming project has been termed "pure" aggression on the part of the English, part of a plot to "draw our valleys, persecute our people and kill live areas in Wales." The Welsh action and the nationalist movement which inspired it savor of a similar movement which has raised its head from time to time in Scotland. The most notable achievement of the Scots nationalists was to steal the Stone of Scone from its resting-place in Westminster Abbey. The Welsh nationalists have had to be content with a somewhat less spectacular exploit. But the end result will probably be the same: The Stone of Scone was returned to London and the Union Jack will continue to fly in Wales. After all, most Welshmen—like most Scotsmen—know where their true interests lie and their nationalist movement is not likely to become a nationalist except in name.

Another Flag Fall-Out

Bradford Expositor Thirty years after South Africa thought it had settled the issue of a new flag to replace the Union Jack, controversy has broken out again. White South Africans of British and Dutch origin were bitterly embroiled for some five years before the change was made and the Union Jack was relegated to almost postage stamp size in the middle of the tricolor design finally adopted. Now the suggestion of a Verwoerd party speaker that the "miserable" Union Jack be ripped off the flag altogether has roused the ire of the English-speaking South Africans and the battle is on again. There is something reminiscent of last year's flag clash in Canada in the suggestion that what South Africa should have is an entirely new design with a symbol—a springbok—always associated with the country overseas. Read maple leaf for springbok and the parallel is close. South Africa's white supremacy government can hardly welcome the raising of this issue now. It had in recent years won the support of a substantial number of English-speaking whites as fearful as itself of giving the blacks any voice in running the country. The cry was that all whites must stand together. On this new flag issue they are falling out.

Psoriasis And Diet

By Dr. Theodore R. Van Dellen The dietary treatment of psoriasis is of questionable value. It never has been popular because the cause of the skin disease is not known. Fats, proteins, carbohydrates, and even cholesterol have been implicated. But restrictions in certain food elements have not eliminated the rash. The exception is the improvement that occurs among victims forced to live under conditions of severe food deprivation or famine.

The latest remedy is a diet low in taurine, a protein found in foods of animal origin. Dr. Daphne A. Roe of Cornell University found that a low-aurine diet helped nine of 15 psoriasis victims within two months. Careful metabolic studies were conducted at the hospital. Seafoods are particularly rich in taurine and some persons with psoriasis itch or develop a recurrence after eating items of this nature. Injections of pure taurine do the same. At any rate, protein may be the cause or triggering agent. Time will tell whether Dr. Roe has found a breakthrough. She warns against limiting total protein consumption for any length of time.

Psoriasis is a healthy man's disease. It can begin at any time but is most common during the second or third decade. Lesions vary in form, from one-quarter inch to huge plaques involving the entire back or thighs. The plaques are covered with thick, silvery scales that constantly are being shed. The scalp, elbows, and knees are favorite sites, but no area of the body is immune. The disease tends to come and go, a feature that makes any remedy difficult to evaluate. There is no single method of treatment that cures or controls all cases. The nightly application of crude coal tar followed in the morning by exposure to ultraviolet light is an old but popular remedy. Natural sunlight is beneficial. Corticosteroid ointment, held in place with Saran Wrap, also is of value.

LIMB EDEMA Miss F. writes: When I visit in Illinois and Michigan my feet and ankles swell very badly. Can you tell me why? I was born in New York City and when I live there it never happened. When I visit there it does not happen.

REPLY The swelling may stem from sitting too long in a car, bus, train, or airplane. This is true especially when the feet are held in a dependent position. This can be avoided by moving about from time to time.

JUNGLE ROT C. A. G. writes: What is the cause of jungle rot and is it contagious?

REPLY Many of our service men with jungle rot had common United States ringworm worsened by excessive heat, humidity, and poor bathing facilities. In this regard, it is not necessarily a rare, orbital infection.

TRICKY METHOD A. W. writes: Do you approve of the fast dehydrating diet for reducing?

REPLY The dehydrating plan is a poor method of losing weight because it involves loss of water but not fat.

HALF OR MORE R. P. writes: What does the term subtotal mean in regard to an ulcer operation?

REPLY This is surgery in which half or more of the stomach is removed (subtotal).

TREATING THE AGED V. A. writes: What is gerontology?

REPLY Gerontology refers to age and therapy to treatment.

TODAY'S HEALTH HINT—Keep stairs in good repair. (NOTE: All correspondence to Dr. Theodore Van Dellen, c/o Chicago Tribune, Chicago, Illinois.)

Royal Tour Implications

By Harold Morrison Canadian Press Staff Writer The Queen's trip to West Germany appears to have aroused greater joy in the republic than in Britain where the royal tour still is being viewed with mixed feelings.

Wars and the toll of dead are not easy to forget, nor is it likely that an 11-day state visit can wash away all at once the half-century of suspicion and distrust between Britons and Germans. Yet there also is an element of recognition on both sides that for different reasons the two countries need each other, that their destinies are intertwined and that their problems require a conscious acceptance of peace and an exploration of genuine friendship for postwar generations.

Many Britons still tend to dwell on the past, giving only grudging recognition to the fact that West Germany is by far the strongest economic power on the Continent, that its future is brimming with opportunity and that it may eventually be the doorway for Britain's entry into the European Common Market.

FRANCE BLOCKED ENTRY Two years ago it was France, not West Germany, which took the initiative to slam the door against Britain's continental trust. In its search for Western acceptance West Germany appeared in early postwar years eager to link up with France, virtually accepting with some humility the special position of France in asserting continental leadership.

Now there seems to be more readiness by West Germany to look around, to reassess its own position in world affairs and to become more critical of the French attitude.

West Germany makes clear it would look with sympathy on any new British attitude to join the European Economic Community and it emphasizes that in seeking markets for one of its major export products, automobiles, it finds the outer fringe of Europe, the seven-country European Free Trade Association led by Britain more receptive than the Common Market itself.

Along with its accumulated wealth, West Germany seeks stature. And the feverish preparations preceding the Queen's visit is an indication of how greatly the Germans value the more ready British acceptance of German friendship that likely will follow a successful royal tour.

SEEK INCREASED AID Britain needs West German economic strength. A crippling foreign trade deficit has forced Britain to seek increased financial aid from those whose coffers are well loaded.

Prime Minister Wilson has talked of Europe as a bridge-building, of seeking ways of breaching the Common Market, but through direct frontal entry, not through side doors. He seeks more West German defence contracts and more West German financial recognition of the burden of maintaining the British army on the Rhine.

The Queen's visit may turn out to be a major structure in this bridge-building and one more readily acceptable to the Germans than a direct political initiative by elected political forces.

Our Yesterdays

(From The Guardian Files) TWENTY-FIVE YEARS AGO (May 29, 1940)

At the ceremony of the breaking of the ground for the new Administration Building at Shur-leff College at Alton University, Alton, Ill., Dr. G.N. Stevenson, a retired professor of English of that institution, officiated and lifted the first soil. Dr. Stevenson was born at New Glasgow, P.E.I., and was educated at Prince of Wales College and Kentucky University from which latter institution he received his BA and MA degrees.

TEN YEARS AGO (May 29, 1955)

Dallas Cecil Santry of Charlottetown received the degree of Master of Science by examination and research in chemistry at the spring convocation of Dalhousie University. Mr. and Mrs. Santry will leave shortly for Montreal, where Dallas will continue his studies toward a Ph.D. at McGill University. Dallas is the son of C.A. Santry of Charlottetown.

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University Reform

West Germany Newsletter In a move to overcome West Germany's lack of university accommodation, three new universities are being built which will blaze new trails in the current trend towards more modern teaching institutions. A new university at the northern seaport of Bremen is to introduce the American campus system to West Germany. By living near their teachers and lecturers on university premises, experts say, students develop closer personal and individual contacts with both their college and teachers. Teaching at Bochum university—which is to be completed this year—will be aimed mainly at linking engineering with natural sciences and the arts as it is felt here that subjects previously neglected by West German technical univer-

Historical Recognition

Montreal Gazette The establishment of diplomatic relations between West Germany and Israel has now been officially proclaimed. It has been immediately followed by the severing of relations with Germany by a number of Arab countries, notably Egypt, Iraq and Syria. Regardless of the diplomatic squabbles which ended in West Germany and Israel deciding to exchange ambassadors, the exchange, seen merely by itself, is entirely worthwhile and praiseworthy. It marks the longest step yet taken in the direction of reconciliation by two peoples bitterly divided after the horrors of the Second World War. In day to day living, tragedies must be surmounted as best they can, and Israel is right in deciding to live and work with the Germany of today, even though the horrors of the past will always make the relationship a difficult one. The Arab reaction is unfortunate, although predictable. It does not even have the virtue of consistency. If Egypt, the major Arab power, permits countries like the United States, Britain and France to have diplomatic relations with both itself and Israel, then why not West Germany also?