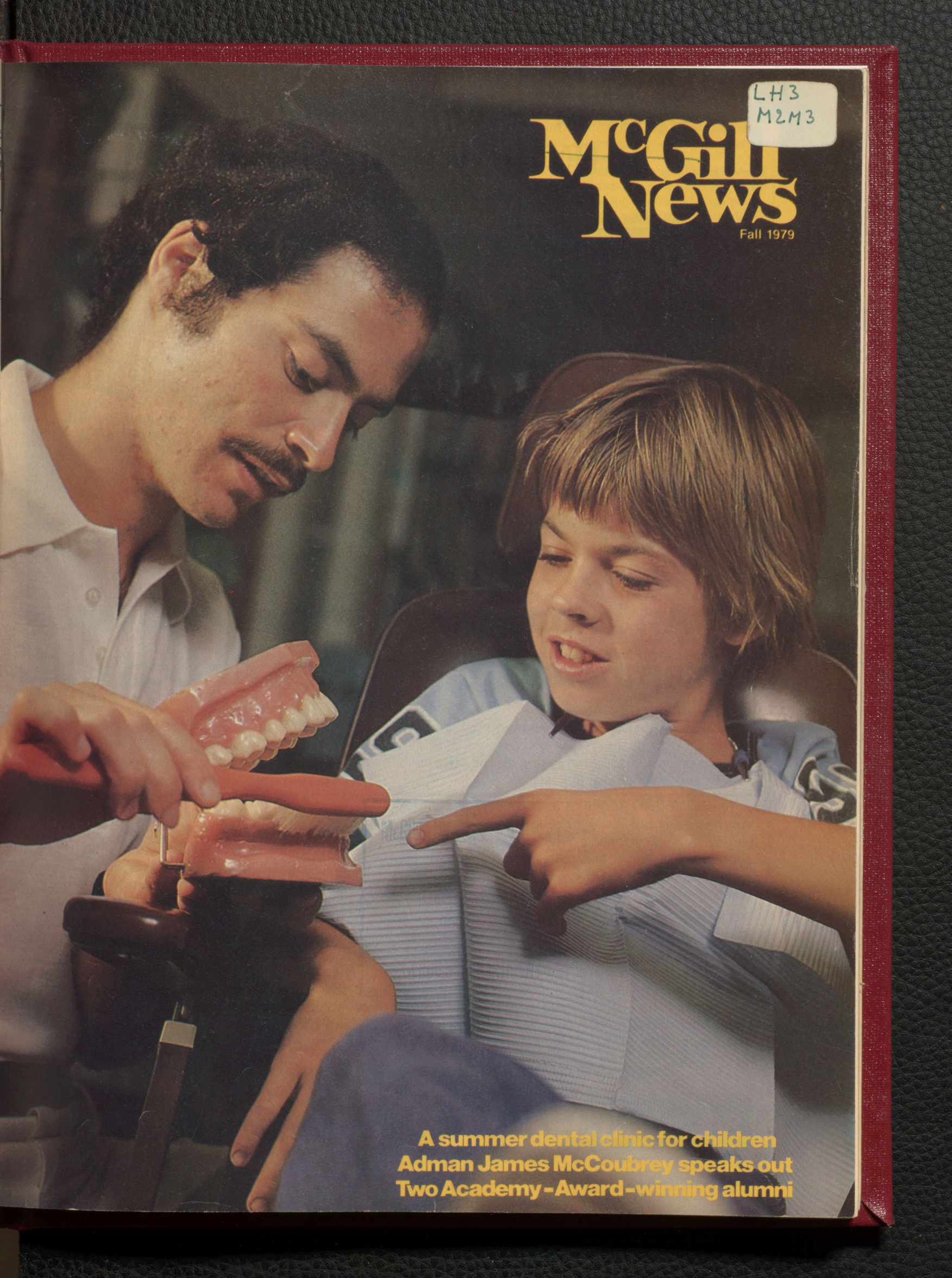


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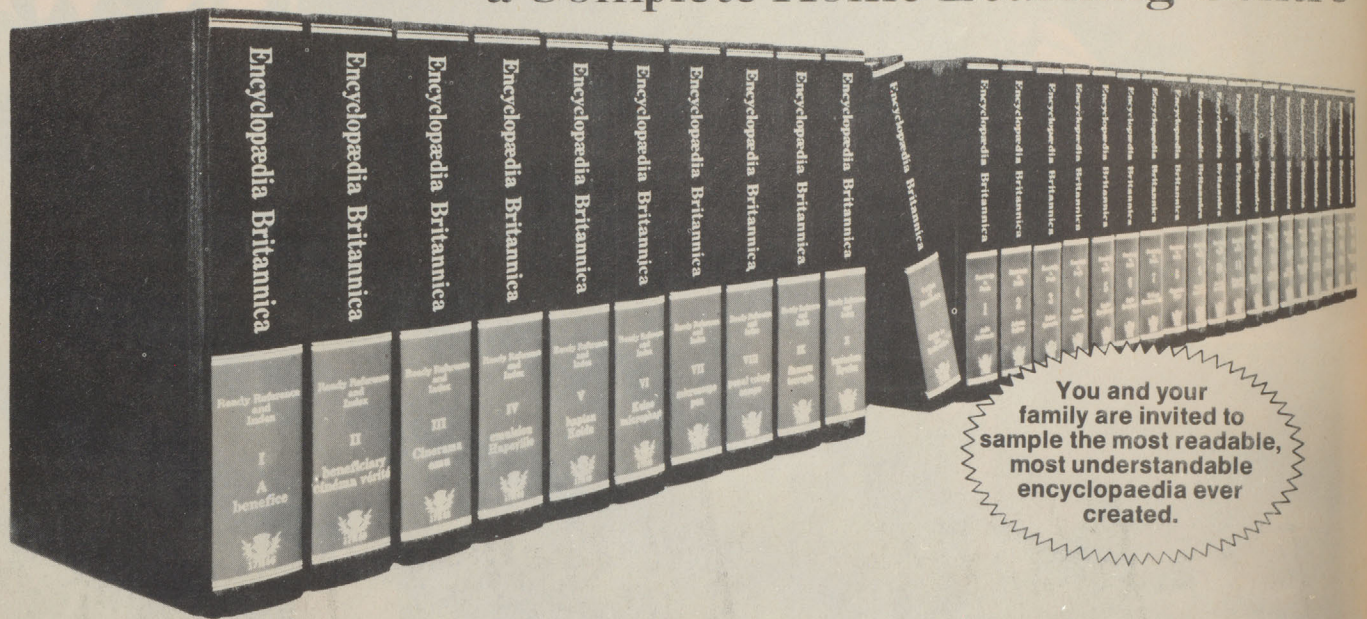
McGill News

Fall 1979



**A summer dental clinic for children
Adman James McCoubrey speaks out
Two Academy-Award-winning alumni**

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Introducing...

In this issue we introduce Carol (Brown) Stairs as the new editor, and Charlotte Hussey as assistant editor, of the *McGill News*. Former editor Victoria Lees has remained part of the McGill family—she is now in charge of publications for the Montreal Neurological Institute.

A former editorial assistant and assistant editor of the *News*, Carol is a native of Ottawa, Ontario, and a Carleton University

English graduate. She followed an instinct for travel and another kind of education when she joined Canadian University Service Overseas (CUSO) in 1968; for almost two years, she ran a school for continuing education and directed youth programs in Montego Bay, Jamaica. In connection with her work, Carol regularly chauffeured her young charges in a Bedford bus along the treacherous mountain roads of the Caribbean island. This experience was

followed by a brief sojourn in the less hair-raising confines of Ottawa and the photographic exhibitions section of the National Film Board.

Carol moved to Montreal with her husband John in 1970 and, following the advice of her father, applied for work at his alma mater, McGill. For two years she was secretary to the directors of drama and communications in the department of English. Upon moving to Saint John, New Brunswick, Carol became coordinator of the city's family planning clinic. She began work at the *News* in August 1975 following her return to Montreal.

New assistant editor Charlotte Hussey hails from Kennebunkport, Maine, and has been living in Montreal since 1974. She received a BA in English from Wheaton College in Norton, Massachusetts, in 1968, and has completed the written requirements for her master's degree at Concordia University.

While a student at Wheaton, Charlotte spent a summer in Glendale, California, as a volunteer in an interracial project. After graduation, her interest in other cultures took her to Asia and Russia; she even spent a summer on scholarship studying the language, Bengali. ("All I can remember now is 'Ami Bangla pori'—'I read Bengali,'" she admits.)

Moving to New York City in 1971, Charlotte began work as a freelance editor and researcher for a creative writing firm; the following year she became an administrative and research assistant to two psychiatrists who specialize in bioenergetics. Prior to joining the *News*, she was assistant editor of *Cinema Canada* and *CineMag*, two Montreal-based film publications. Though in Canada for five years, Charlotte has retained her soft, New England accent—to the delight of university colleagues who can finally distinguish staff members' voices on the telephone!

By Gary Richards, executive director of the *Graduates' Society*.



New editor Carol Stairs, left, and assistant editor Charlotte Hussey.

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Cover: At McGill's summer dental clinic for children, fourth-year student Kenneth Abramovitch and young patient Paul Mullen discuss the how and the why of tooth brushing and the importance of dental health. See p. 14.

Cover photograph by Harold Rosenberg.

WHAT THE MARTLET HEARS

Osler Library: A birthday tour

Legend has it that when the first custodian of Sir William Osler's medical library sailed into Montreal harbour in 1928, he was perched protectively on the packing crates that contained the valuable, 8,000-book collection.

Such was the dedication of Dr. W.W. Francis, MD'09, who opened McGill's Osler Library of the History of Medicine in 1929 and lovingly looked after it for the next thirty years. Marking the library's fiftieth anniversary and honouring the contribution of its first librarian is a recently published sixty-four-page volume entitled *The Osler Library*. "Francis could take people around the library, pull any book from the shelf, and tell its story," explains current librarian Dr. Philip Teigen. "Principal Cyril James and the Dean of Medicine Dr. Charles Martin finally insisted that Francis buy a dictating machine and record his memories of the library. Much of the information for the book has been taken from his dictated notes."

Through forty-four photographs and ac-

companying text, *The Osler Library* takes the reader on a colourful guided tour of Osler's medical and scientific treasures: leather-bound volumes with inscribed flyleaves and title pages; illuminated incunabula; medieval herbals; hand-coloured woodcuts; anatomical drawings; surgical instruments; even original invoices sent to Osler by international book dealers. It is as if Francis himself is leading the reader across the library's oriental carpets, stopping here to point out Osler's Oxford desk and there to admire the gold watch that his students presented to him.

Although Osler had lived and worked on two continents, he always had a special fondness for McGill, where he completed his medical degree in 1872. "The formative years were there, with the strong ties of head and heart," he wrote in the introduction to his library's detailed bibliography, *Bibliotheca Osleriana*. "The members of the medical faculty adopted me, bore with vagaries and aggressiveness and often gave practical ex-

pressions of sympathy with schemes that were costly and of doubtful utility. That they believed in me helped to a belief in myself, an important asset for a young man, but better had by nurture than by nature." When Osler died at Oxford in 1919, he bequeathed his collection to McGill.

An elegant, panelled room in the Strathcona Medical Building was the original home of the Osler Library; today, it is housed in the McIntyre Medical Building—but still within the same beautiful woodwork. The well-known Osler Niche holds his favourite books: "I like to think of my few books in an alcove of a fire-proof library in some institution that I love," he once wrote. "At the end of the alcove [would be] an open fireplace and a few easy chairs, and on the mantelpiece an urn with my ashes and my bust or portrait, through which my astral self could peek at the books I have loved, and enjoy the delight with which kindred souls still in the flesh would handle them."

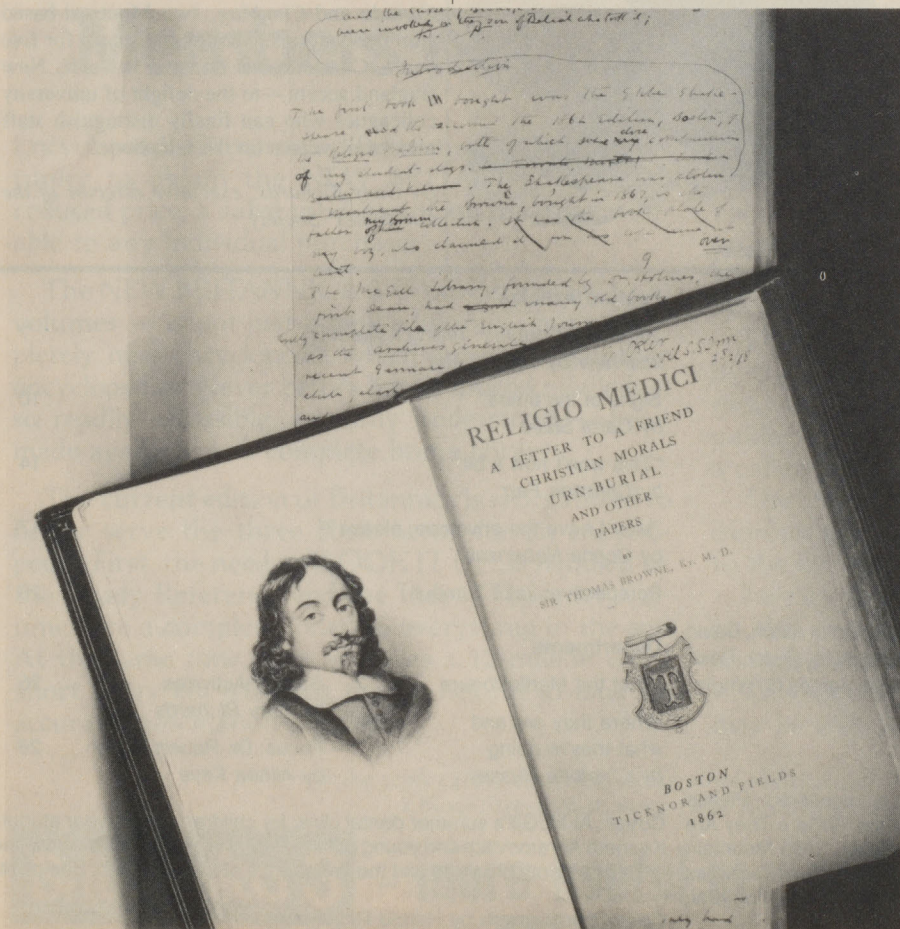
Books were Osler's lifelong passion. "There are three well-stocked rooms which it should be the ambition of every doctor to have in his house: the library, the laboratory, and the nursery—books, balances, and bairns," he maintained. "But as he may not achieve all three, I would urge him to start at any rate with the books and balances."

According to Francis, the first book Osler purchased was the Globe *Shakespeare*. "He often invoked 'the curses of Bishop Erulphus on the son of Belial' who stole it," said Francis. "His second purchase was an 1862 Boston edition of Sir Thomas Browne's 'Religio Medici.' This was in 1867, when he was 18, and book and author became his lifelong favourites. That particular copy, the father of the collection which McGill has inherited, went with him everywhere, and on his deathbed he scribbled in it in pencil this proud boast, 'I doubt if any man can more truly say of this book, *Comes vix vitoque*' [a friend and companion of one's life]." This book rested on the purple pall that covered Osler's coffin.

As Francis would be the first to point out, though, the most popular book in the library has always been Osler's magnum opus, *The Principles and Practice of Medicine*—or, as Francis called it, the "Bible of medical men." First published in 1892, it continued as the standard medical text until 1947. The library's copy is dedicated to Grace Revere Gross, who had told young Osler to finish the book and then come and discuss their marriage. As the first copies rolled off the press, he arrived at her Philadelphia home, threw the book in her lap, and said, "Here's the darn book! Now what are you going to do with the man?" They were married a few months later.

The Osler collection has tripled in size over the past fifty years and, although the emphasis

◀ **Osler's favourite book**, the Boston, 1862, edition of *Religio Medici*, with Osler's manuscript in which he describes it as "the father of my Browne collection."



KAREN COSHOF

continues to be on education and research, the library also preserves medical Canadiana—like the vibrant papercuts and posters that depict Dr. Norman Bethune's life in China. In *The Osler Library*, the imagination of designer Robert Reid, the artistry of photographer Karen Coshof, and the precision of storyteller Francis have combined to produce a living history—not only of the science of medicine, but of Osler himself. As the great physician once wrote, "A library represents the mind of its collector, his fancies and foibles, his strength and weakness, his prejudices and preferences."

Charlotte Hussey

McGill's musical detective

Assistant Professor Dr. Mary Cyr could be described as a musicological Agatha Christie. A year ago, her persistent sleuthing was rewarded when she discovered a baroque cantata hidden away in an "anonymous" file at the Bibliothèque Nationale de Paris. Further detective work established it as a long-lost composition by Jean-Philippe Rameau (1683-1764).

A teacher, conductor, and performer during the university year, Cyr devotes many summer hours to yet another passion, musicology. "French opera is really my specialty, and particularly Rameau," she notes. A desire to study "how Rameau's music ought to be performed" took Cyr to Paris in the summer of 1977; a McGill research grant made the trip possible.

As she pored over the writings of Rameau and his contemporaries, something caught her eye. It was a letter written in 1777 by Rameau's son, little-known composer Claude-François. The missive lists four of the elder Rameau's compositions that were in his possession. Three of the works were known to Cyr; the fourth, however, called the "Cantate pour le jour de la saint Louis," was a mystery.

The mere mention of an unknown cantata was all the enticement Cyr needed, and she immediately began a systematic search through the library's card catalogue. The young scholar came up empty handed. It was not until she was able to return to Paris the following summer that she discovered a work closely resembling, in both title and musical notation, the missing Rameau manuscript described by Claude-François.

Cyr followed up on all the clues the seventeen-page composition would yield. "Rameau's other cantatas were very early pieces that he wrote while in his teens or early twenties," explains the musicologist. The cantata for St. Louis's Day, however, "is coloured by the rich harmonic style and poignant melodies" of the mature Rameau. Cyr has, accordingly, dated it in the decade 1735-1745. The clincher was the discovery of a one-line quotation used by Rameau in his 1748 ballet *Pygmalion*. "It's not like him to quote a melody outright unless it has been running through his head recently," Cyr maintains. "I don't think he'd have written the cantata very

▼ **The Prélude** from Jean-Philippe Rameau's "Cantate pour le jour de la saint Louis."

early and then used the same melody in an opera forty years later."

Nothing is known about the original performance of the cantata, other than that it likely took place on August 25, the feast day of St. Louis. "Those celebrations were never written up in any of the journals," Cyr notes. "It was probably just performed once and then filed away"—for 250 years, as it turned out!

Music is Cyr's life. Taking up the cello at the age of eight, she later studied baroque cello in Amsterdam and viola da gamba in Brussels. She also went on to complete three degrees at the University of California, Berkeley, receiving her PhD in musicology in 1975.

Since joining the Faculty of Music in 1976, Cyr has teamed up with Associate Professor and harpsichordist John Grew. The duo, whose North American concert engagements include Carnegie Hall next January, recently taped the complete Bach sonatas for viola da gamba and harpsichord for McGill University Records.

Hired to expand the Faculty's early music program, Cyr is founding director of the baroque orchestra and is responsible for more than fifteen smaller early music ensembles. Her teaching ranges from music history and musicology to baroque performance practice. "I have four majors in viola da gamba now, which is quite a large number," she explains. "There aren't very many places in North America where you can get a degree in the instrument."

Playing and singing baroque music in the original style are very important, Cyr main-

COURTESY OF MARY CYR

tains. "If you want to revive the music, you have to come back to the sound as we think it was. The music was written for those instruments and for that sound. If you can get the two back together, it's usually a happy union." Such training has an added benefit for students, says Cyr. "Even if they don't go on performing baroque music or performing in that particular way, it helps their modern playing and makes them more versatile."

Students and staff members give numerous free concerts in Pollack Concert Hall throughout the year, but Friday, November 23, will be a particularly special day for Cyr. At 8:30 p.m. the "lost" Rameau cantata will be performed by soprano, harpsichord, violin, and viola da gamba or cello. Bach's triple concerto for violin, harpsichord, and baroque flute and a suite of music from a Rameau opera will complete the program.

The words of the St. Louis's Day cantata are simple and somewhat circular, says Cyr, "I haven't prepared a translation of the text, but it just says, 'We're celebrating this happy day; isn't it fortunate we have this happy day to celebrate?'" Cyr could not agree more.

Charlotte Hussey

En Garde!

The age of chivalry is not dead at McGill. Fortunately, however, honourable "duels to the death" have given way to the graceful sport of fencing, and today not only dukes but damsels cross swords at McGill's Sir Arthur Currie Gymnasium.

Fencing has often been compared to chess for it demands strategy and mental concentration. It also requires agility and physical conditioning. Unlike university hockey and foot-

ball, though, fencing is a sport that is open to the uninitiated. Says coach Jean-Claude Lanthier, "We accept sixty beginners each year and we always have a full class plus a waiting list. At the end of the eight weeks, students who have participated in more than two-thirds of the classes are invited to join the fencing club. About 10 per cent quit because they find the training too difficult."

The McGill fencing club, which dates back to 1907, currently has about forty members who train two evenings a week. "This year we are running extra Saturday morning sessions too," adds Lanthier. "At practices we work on conditioning and footwork drills and a fencing master comes in to give group lessons. Students are then paired off to fence for the remainder of the time."

Modern fencing tournaments feature three weapons: the foil, the saber, and the épée, or rapier. The foil evolved from the lightweight practice sword used by duellists. The saber, its flexible triangular blade designed for cutting and slashing, was originally a cavalry weapon. And the épée, a heavier version of the foil, was the traditional duelling sword. While men compete in all three events, women participate only in foil.

Competitive teams are composed of a maximum of five women (four fencers and an alternate) and twelve men (three participants and an alternate in each of the three events). Fencers garner both individual and team points. Rather than selecting specific club members for McGill's fencing team, how-

Students Lynn Smith, left, and Thérèse Coplin, members of the McGill fencing club, cross swords at the Sir Arthur Currie Gymnasium.



ever, Lanthier has devised a ladder system to determine who will represent the university at each tournament. The names of all club members are entered on a board and, at practices, a fencer may challenge the person listed directly above him. If he wins, his name is moved ahead of his opponent's. Those at the top of the ladder the week prior to a tournament are automatically members of McGill's team and become eligible for individual lessons from the fencing master.

The McGill fencing club, which operates on an annual \$5,000 budget from the athletics department, supplies students with all equipment, lessons, and tournament-related travel expenses. Funding is adequate except in one area, says Lanthier: "We could use more money for equipment. Right now, we have to keep repairing old equipment instead of replacing it."

The coach's major problem is lack of time. "It may take five years to develop a fencer of national-team calibre, but we see students for only two or three years. They just start to become good and then they graduate." Lanthier also laments the loss of top fencers to local private clubs. He hopes to remedy the situation by opening membership to those who are not full-time students. "Now all McGill alumni, employees, and part-time students are welcome to join."

What does the future hold? "In both the men's and the women's divisions, we have members who could rank in the top twenty—not just at university meets but at provincial open tournaments," states the coach. "Quebec is strong in this sport—its fencers did not lose once in team competition at the 1978 Commonwealth Games in Edmonton. The McGill team should do well this year."

Heather Kirkwood

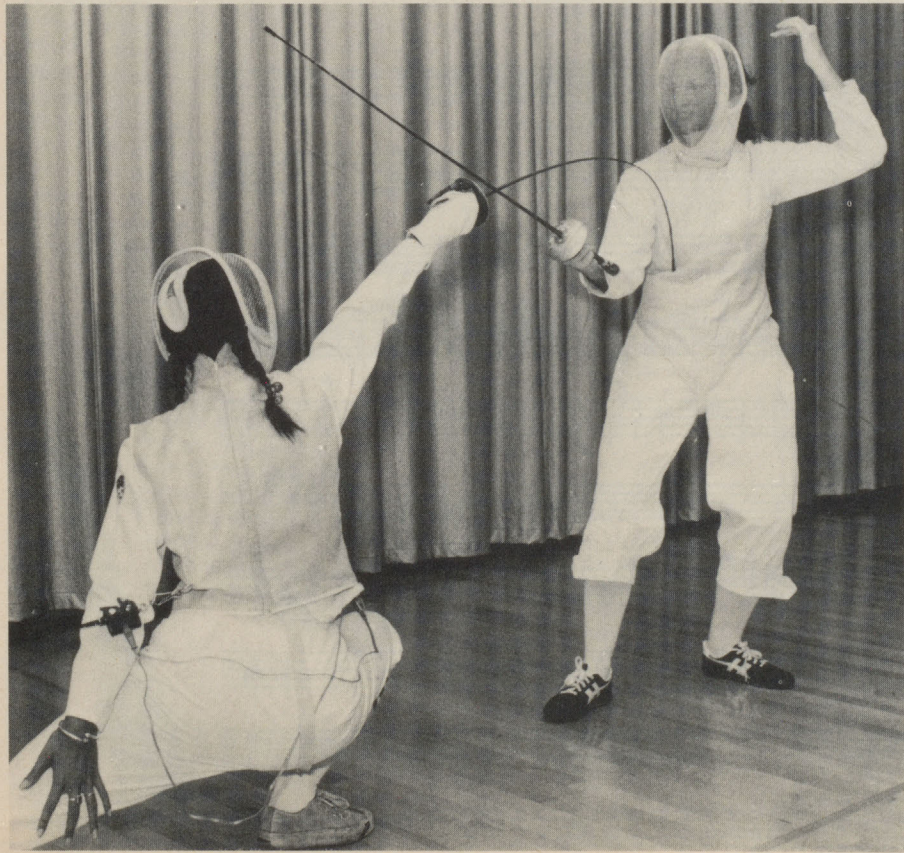
An American in Montreal

"Study and live in the world's largest bilingual, bicultural city," reads the flyer. "McGill, one of North America's oldest and most respected universities, is located in the heart of downtown Montreal on a beautiful, historic, 76-building campus. . . . The McGill University library system is among the most comprehensive in North America, containing more than 2.4 million volumes. . . ."

Readers will be forgiven for assuming that the brochure is promotional literature published by McGill. It is not, for it directs all inquiries to the State University of New York (SUNY). Since 1971 SUNY's Plattsburgh campus has been home to the Center for the Study of Canada, which sends selected American students for a semester or a year at McGill.

SUNY's northern option is not limited to students enrolled in its BA program in Canadian studies. Students from any discipline within the faculties of Arts, Science, Education, and Management can study at McGill under the Center's auspices. Those enrolled in the program take one or two courses on Canada from the program personnel, and then

HAROLD ROSENBERG



choose two or three others from McGill's calendar. (SUNY Plattsburgh also operates programs in conjunction with Concordia, Carleton, Laval, and Ottawa, but most students elect to study at McGill.)

Course work poses few problems—all sophomores, juniors, and seniors who come to Montreal have been carefully screened by SUNY. "Our students do quite well academically," notes Paul Andrews, resident director of the SUNY program and a master's student at McGill. "When they first come they feel, 'Gosh, I can't compete.' There is an inferiority complex. But after a while they decide, 'I am as good as any other student here,' and they set to the task of proving themselves. A few of the students really do—to use the jargon—'bomb out,' but that is because they have decided academics are less important than social life. They start going down to Old Montreal or get involved in all sorts of extracurricular activities."

Why do Americans want to study in Canada? "Of the forty-two students now at McGill, I would say that five came specifically to study Canada," says Andrews. "They are interested, for example, in American diplomatic history, and they want to study in Canada because there has always been a diplomatic question between the two countries. And a lot of our students—psychology majors, for example—come specifically to study with a particular professor. But I think most of them come because they are stifled at their home universities. Their own campuses are pretty limited in scope as far as the type of students goes—students all come from the same background, the same economic class, and there is very little international flavour."

"Also, the City of Montreal is a very positive factor, because a lot of the students do not come from big cities. We hear nasty stories about New York City but we hear nice things about Montreal."

Montreal's cosmopolitan atmosphere, as well as its size, proves a definite attraction and, although few of the American students speak French, they seldom encounter social problems. "Some of the students will complain that the French Canadian hates the American, or that he is treated rudely by a saleslady," Andrews notes. "As a director I can't say nasty things to the student, but I do say, 'Basically, it's your personality. If you come across as being a coarse person you are going to be treated shabbily—by anyone, in any language.' Some of my students have the tourist mentality—'I am an American; I can do whatever I want.' I try to reform them in my own subtle way."

Over the past eight years, 200 American students have returned to their campuses enriched by the Canadian experience. Andrews recalls vividly the effect of his undergraduate year at McGill. "I found it to be the place where I became civilized, where I learned there is a proper way to do things," he says. He hopes for nothing less for his students.

Victoria Lees



▲ "Wild Man of the Woods," a nineteenth-century Kwakiutl Bookwus mask from British Columbia, reproduced in *Landmarks of Canadian Art* by graduate Peter Mellen.

COURTESY OF MCCLELLAND AND STEWART

Bookshelf

Capsule summaries of books by McGill faculty members and alumni:

Elliott Allison and Kathleen Allison—*Monadnock Sightings: Birds of Dublin, New Hampshire, 1909-1979*. Dublin, N.H.: Dublin Conservation Commission, 1979. Kath-

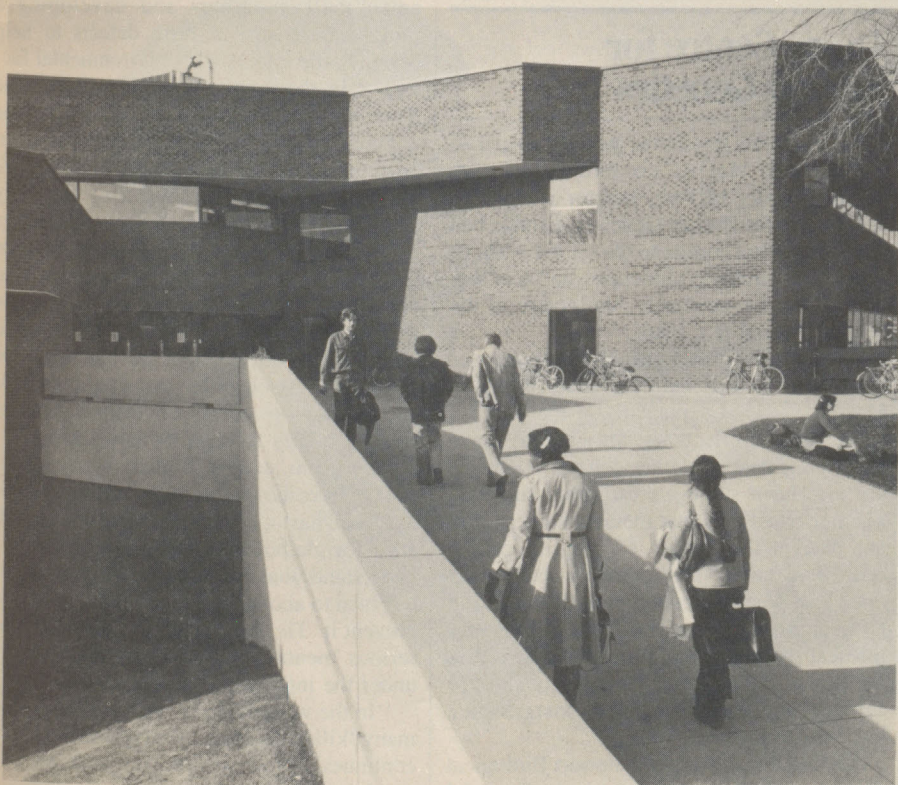
leen (Perrin) Allison, BA '25, LMus '26, has collaborated with her husband to document 218 bird species sighted at Dublin and nearby Mount Monadnock. Their account of contemporary bird life is compared with a similar record of 181 species made by naturalist Gerald Thayer seventy years ago.

Don Bell—*Pocketman*. Toronto: Dorset Publishing Inc., 1979. Winner of the 1972 Leacock Award for Humour for his *Saturday Night at the Bagel Factory*, Don Bell, BCom '57, has published the second of what he hopes will be a trilogy about the personalities who frequent his favourite haunt, the Montreal bistro. *Pocketman* is a collection of madcap episodes based on the real-life wanderings and adventures of Roy McDonald, Bell's long-time, Sufi-like friend.

Gustave Gingras and E. David Sherman, eds.—*Human Rights for the Physically Handicapped and Aged*. Montreal: Rehabilitation Institute of Montreal, 1977. E. David Sherman, MD '32, director of research at the Rehabilitation Institute of Montreal, has coedited this volume of eight essays that focus attention on Canadian society's discrimination against physically handicapped and elderly populations in such areas as human rights, employment, education, and transportation.

Peter C.W. Gutkind, Robin Cohen, and Jean Copans, eds.—*African Labor History*. Beverly Hills, Calif.: Sage Publications, 1978. McGill anthropology professor Dr. Peter Gutkind has coedited this series of essays on African labour and the working classes. This volume is the second in the Sage Series on African Modernization and Development, for which Gutkind is series editor.

Julian Gwyn and Christopher Moore—*La chute de Louisbourg*. Ottawa: Les Editions de



▲ The Faculty of Agriculture's new Macdonald Stewart Building opened its doors to students on June 2. The building is named to honour the College's founder Sir William Macdonald and current benefactor Walter Stewart.

l'Université d'Ottawa, 1978. Julian Gwyn, MA'58, professor of history at the University of Ottawa, is coeditor of the diary of Gilles Lacroix-Girard, an inhabitant of the French fort at Louisbourg, Cape Breton Island, when it was captured by the English in 1745.

Sidney Lee—*Quebec's Health System: A Decade of Change, 1967-77*. Ottawa: The Institute of Public Administration of Canada, 1979. Dr. Sidney Lee, associate dean (community medicine) and professor of social medicine at McGill, examines the development of Quebec's health care system over the decade that began with the formation of the Castonguay-Nepveu Commission of Inquiry on Health and Social Welfare. Lee reviews the work of the commission, the legislation it prompted, and the province's health care system today.

Brian W. Mackenzie and Michel L. Bilodeau—*Effects of Taxation on Base Metal Mining in Canada*. Kingston, Ont.: Queen's University Centre for Resource Studies, 1979. Dr. Brian Mackenzie, BEng'61, a professor of geological sciences at Queen's, and Michel Bilodeau, MSc'72, PhD'78, an assistant professor of mining and metallurgical engineering at McGill, have collaborated to prepare this detailed study. The two researchers have examined 124 Canadian mining operations to determine the effects that changeable government tax policies between 1951 and 1974 have had on these companies.

Peter Mellen—*Landmarks of Canadian Art*. Toronto: McClelland and Stewart, 1978. Art historian and filmmaker Dr. Peter Mellen, BA'61, traces 2,000 years of Canadian art history—from painting and sculpture to printmaking, drawing, and film.

Frank R. Scott—*Poems of French Canada*. White Rock, B.C.: Blackfish Books, 1977. In his preface, McGill emeritus law professor Dr. Frank R. Scott, BCL'27, writes: "There is...no better window opening upon a country than that which its poets provide." This slim volume of translations of twentieth-century, French-Canadian poetry was awarded the Canada Council Translation Prize.

Martin Shapiro—*Getting Doctored: Critical Reflections on Becoming a Physician*. Kitchener, Ont.: Between the Lines, 1978. In this candid, often humorous, account, Martin Shapiro, BSc'69, MD'73, claims that the medical profession is suffering from an overdose of technology and from too little humanity. Currently a teacher and physician at the University of California at Los Angeles as well as a history student examining the relationship of medical care to social change, Shapiro believes that medical schools should accept a broader mix of students and place more emphasis on the human side of medicine.


Stefan Starenkyj—*Bellechasse en Blanc et Noir*. Armagh, Que.: Les Publications Orion, 1977. An architect who lives and works in Bellechasse County, Quebec, Stefan Starenkyj, BArch'69, has published a collection of fifty-one detailed ink drawings of historic buildings indicative of the region in winter-time. In the introduction he writes, "Ce livre

est un hommage au courage de ceux qui ont construit Bellechasse et à ceux qui savent l'apprécier."

Darko Suvin—*Metamorphoses of Science Fiction: On the Poetics and History of a Literary Genre*. New Haven, Conn.: Yale University Press, 1979. English professor Dr. Darko Suvin defines science fiction as "the fiction of cognitive estrangement." In this work he discusses the literary history and critical theory of a genre whose roots he has traced to classical writers.

John Herd Thompson—*The Harvests of War: The Prairie West, 1914-1918*. Toronto: McClelland and Stewart, 1978. In a work based on his doctoral dissertation, associate professor of history Dr. John Herd Thompson examines the social and economic effects of the Great War on the prairie provinces.

Lionel Tiger—*Optimism: The Biology of Hope*. New York: Simon and Schuster, 1979. In this, his fourth book, Dr. Lionel Tiger, BA'57, MA'60, discusses the value of optimism and the physiology of hope. Tiger, a professor of anthropology at Rutgers University, theorizes that optimism is a biological, rather than cultural, phenomenon that has been central to the evolution of man.

Arthur W. Wallace—*An Album of Drawings of Early Buildings in Nova Scotia*. Halifax: Heritage Trust of Nova Scotia, 1976. The classic beauty of early Nova Scotia buildings has been captured in this series of pencil and ink drawings by Arthur Wallace, BArch '26, a restoration architect now residing in Ontario. The sketches, made during his years as a McGill architecture student, preserve a detailed record of provincial heritage buildings, some of which have been demolished. 

A new Centre for Human Genetics

"We're here to spread the genetic gospel to the greater McGill community," says Leonard Pinsky, MD'60, director of McGill's new Centre for Human Genetics. Established last January to coordinate the varied work of genetic researchers, clinicians, and teachers throughout the university, the centre is the first of its kind in Canada.

"We felt the need to develop a 'corporate identity' for the medical geneticists at McGill," Pinsky explains. "In the past ten years, genetics lectures occasionally have been integrated into other courses. Genetics has also been subjugated to other subjects. The net effect was that medical students did not receive the impact a complete course could give them." The centre has changed all that. Last March a twenty-hour introduction to medical genetics was offered to first-year medical students; this fall teaching activities are being expanded to include courses for science undergraduates and postgraduate medical students.

Although located in the Stewart Biological Sciences Building, the centre is the financial responsibility of the Faculty of Medicine, with Pinsky reporting to a committee composed of the deans of Science, Medicine, and


Graduate Studies and Research. All of the centre's twenty-three staff members hold joint appointments with other departments. Pinsky himself is an associate professor of pediatrics and director of the Cell Genetics Laboratory at the Jewish General Hospital. Eva Andermann, MD'63, PhD'72, also affiliated with the new centre, is a neurogeneticist at the Montreal Neurological Institute who is compiling a Canadian Registry for Degenerative Diseases of Childhood and Adolescence, as well as screening the Quebec population for carriers of the fatal Tay-Sachs disease.

McGill is a pioneer in the field of medical genetics. In 1951 the university established Canada's first department of medical genetics at its teaching hospital, the Montreal Children's. Medical geneticist F. Clarke Fraser, PhD'45, MD'50, is the department's founding director. Since 1972, Fraser and forty-four colleagues in the McGill University-Montreal Children's Hospital Medical Genetics Research Group have been studying birth defects, genetic diseases, and related problems. "Our work at the hospital now covers four main areas of genetics—research, diagnosis, genetic counselling, and teaching," explains Fraser, a professor of pediatrics and Molson Professor of Genetics at McGill. "Of course, all four areas constantly overlap. One of the most difficult aspects is diagnosis; some genetic diseases are extremely rare, so it takes special tests and knowledge to make a correct diagnosis. Especially satisfying is genetic counselling, because it is of practical use."

In addition to carrying out research, counselling, and teaching, the cross-appointed staff of McGill's new Centre for Human Genetics are actively involved in recruiting new faculty members and developing a provincial registry of birth defects to help correlate the defects with environmental factors. "In the future, genetics will become more and more important in studying the common diseases of western man—cancer, heart disease, diabetes," claims Pinsky. "We know genetic background isn't the only cause—genetic and environmental factors collaborate to create these diseases. Perhaps the most effective method of prevention is to change the environment, but we don't know exactly what must be changed. If we could learn to recognize which people might be genetically susceptible, we could perhaps concentrate our efforts on them instead of looking blindly through the population."

"European studies of alcoholism, for instance, have shown that identical twins reared apart still have a much higher rate of concordance for alcohol than others. The more we understand what constitutionally predisposes a person to alcoholism, the easier it will be to prevent it. The same applies to the common, serious mental diseases—they are strongly under the influence of heredity."

"In the western world we have conquered many 'killer' diseases, like typhoid," Pinsky continues. "Now we have to work on preventing, not just treating, those diseases that still occur. This is where genetics will play an increasingly important role."

Heather Kirkwood 

James McCoubrey: Telling it like it is

An outspoken adman fights for honesty, accuracy, and fairness in advertising.

Editor's Note: His was a voice of conservatism amidst the student radicalism of the mid-sixties. As McGill Students' Society president in his final year, Jim McCoubrey, BCom'66, loudly opposed the use of student fees for left-wing, off-campus causes; he even attempted to oust the editor of the student newspaper, the McGill Daily, for promoting radical views.

Though he has now traded the blustery world of student politics for the pressure-cooker world of advertising, McCoubrey is no less outspoken. Named president of Toronto-based Young and Rubicam Ltd. two years ago, he has often been on the hot seat in defence of the advertising industry—and he savours the debate and discussion generated by his many public appearances. "I joined the advertising business because I have a fondness for dealing with people and doing things that require their approval in order to be effective," says the young executive. "When I graduated, I went to work for the Proctor and Gamble Company in a marketing position, and I loved it. But I missed some of

the people contact I had enjoyed at university through my political and other activities."

News freelancer David Lees recently visited McCoubrey in his penthouse office and solicited his response to some probing questions relating to the world of advertising:

News: You once described your work as "10 per cent inspiration and 90 per cent perspiration." What kind of person becomes an advertising executive?

McCoubrey: The new people in this business are rather different from the people who were successful previously, and I think the change is good. For example, I don't play golf, which is a stereotype many people attribute to our business. I don't own a yacht. In fact, I don't engage in very many of the social activities that people associate with advertising—you'll seldom find me at a cocktail party or a bar, I don't entertain lavishly or often, and I'm often in the office very early in the morning and very late in the evening. And people are not surprised to find me there.

I enjoy my work so much that I foolishly

began forsaking many of the recreations and outside pursuits that healthy people have. It took having a son two years ago to make me recognize that there are other things in life. You can imagine how long-suffering my wife has been!

News: As a member of the Advertising Standards Council of the Canadian Advertising Advisory Board, you are closely involved in developing and enforcing standards for the industry. How does the council work?

McCoubrey: The Advertising Standards Council is the self-regulatory arm of the Canadian advertising industry. The council has regional offices across the country and includes both public and business representatives who meet to revise, update, and make more effective the general code by which all advertisers must abide.

The code is designed to help set and maintain high standards of honesty, truth, accuracy, and fairness for advertising; it is, of course, supplementary to the various federal, provincial, and municipal regulations that govern advertising. A special code exists for all who wish to advertise their products to children.

Canada is really in the vanguard of advertising self-regulation. It is something the industry is very proud of because not only does it work but it works at a great saving to the taxpayer, who otherwise would be charged with funding government regulation.

News: How are complaints handled by the council?

McCoubrey: We meet regularly to hear complaints from the media, from consumers,



**"I take truthfulness
in advertising
very personally."**

RON VICKERS

from competing companies, and from other jurisdictions, which say, 'We think this advertising should not be allowed on the air; this advertising is misleading and misinforming people; it's in poor taste; it uses devices that unfairly portray the product's benefits.'

Four or five hundred complaints are registered in an average year, of which between forty and fifty are sustained by the council. We judge the pieces of advertising to see if they conform to the code. In the event of a violation, the council staff gets in touch with the advertiser and corrective action usually is taken. Where the advertiser disagrees with the staff, the matter is taken to a full council. If the council sustains the complaint, then the advertiser is asked to withdraw or amend the advertising and this is where the matter usually ends. If an advertiser refuses to do this, however, the council informs the media involved and the advertising ceases to run.

News: In your experience, does broadcast advertising tend to generate more complaints than printed advertising?

McCoubrey: You will find that the most deceptive advertising in Canada runs in magazines and newspapers, whereas the most factual, honest advertising runs in the broadcast areas. The reason is that broadcasting outlets require government approval to continue operation. In the council, we're working to improve communications with the print sector so that offending advertisements are barred immediately and offending advertisers have their future work more carefully screened.

News: Have your views on children's advertising changed now that you have a two-year-old son?

McCoubrey: I'm in a difficult position because my personal views are often in conflict with my industry views on this subject. Let me say that while the outburst of complaints against advertising directed towards children is very top-of-mind with many people in the media and in government, it remains to be proved that the issue has broad appeal with parents. Studies conducted by the Marketing Sciences Institute in Cambridge, Massachusetts, where I believe the largest body of hard information resides on this subject, show that activists and government leaders are at one end of the pole, advertisers at the other, and most parents somewhere in between on the issue.

A very small percentage of parents—the higher socio-economic groupings whose children watch the least television—believe that such advertising should be banned outright. They support the ban, not because of any reason found in their own homes but because they believe most parents, unlike themselves, are unable to withstand the demand for products advertised on the television programs their children watch.

News: Why do you call this small group of parents 'activist'?

McCoubrey: The issue is an activist one because most parents seem quite capable of dealing with the demand, if there is any, that television advertising creates. The old argument that advertising creates an interest in and

demand for goods and services that should not—and otherwise would not—exist, simply doesn't hold with most parents. Perhaps they recognize that their children are exposed to more profound influences in the home and on the street. If their child wants a toy he saw advertised on television, maybe that toy is better or safer than the one the child next door is playing with and many parents tend to be helped by this alternative.

Maybe that is too simplistic, but children have been acquisitive as long as I can remember. I didn't get my acquisitiveness through television; I was born with it—my family didn't have a television until I was almost out of high school. So I grew up with all the wants that television gets blamed for and missed out on the education that most parents will concede television helps provide.

News: How do you respond to complaints that television advertising has an adverse effect on children?

McCoubrey: I think television, by and large, can be an instrument of tremendous social good. I see many things that television has done that are very powerful but, like everything else that is an instrument of change, I see by-products that aren't so good.

Children's advertising is more of an issue in the United States than it is in Canada. Here it is checked by our self-regulation coding. The issue really can be boiled down to one of nutrition. It is of some concern whether or not bad nutritional habits are created through the advertising of products that have both a high sugar content and a tremendous appeal to children. In those areas, I think there needs to be a little more parental education—that is probably a more appropriate route to take than to cause the whole category, the advertising of edibles to children, to disappear.

High-sugar-content items include apples and other things that I think most parents don't want to discourage their children from eating. You can't say all chocolate bars are bad because some chocolate bars, in fact, provide a good source of food energy and don't have products that contribute to tooth decay. There is a demand for products with a lot of sugar and, while I don't purchase them or use them in my own house, that is a decision we have made freely. If my child were to ask for them, we would offer him an alternative. If you put a ban on that sort of thing it also means you ban messages that promote drinking milk or eating good foods. The question is, how do you draw the line? I think parental education and the self-regulation of advertising are the best ways to approach the problem.

News: The Quebec government recently unveiled a Consumers' Protection Act that, when it takes effect next March, will prevent provincial radio and television stations from airing advertisements directed towards children under thirteen years of age. How has the advertising industry reacted to the legislation?

McCoubrey: The people who own the broadcast stations and the people in our industry did unite to present a number of very persuasive cases to the Quebec government suggesting that further information be gained

before the ban is put into place. The government's response? 'Bring us all the studies you wish; the decision has been made!' (This was off the record, obviously, but it was well understood by the industry.)

The ban on children's advertising is the result of the government's decision that advertising creates pressure on parents to buy items for children. In the government's mind, the products being promoted originate from another culture and are therefore a bad influence on Quebec children. They wish to take away the child's interest in and drive to acquire things from the English, North-American culture.

They believe universally, I think, that advertising creates wants and needs that require consumers to spend money unnecessarily. It is interesting to note, though, that the Quebec government is probably the largest advertiser in the province. They recognize its influence but they certainly don't believe it is bad for them—just for everyone else. Eastern Europe has a very similar attitude towards advertising government messages.

If you look in the areas where there has been a tremendous amount of attention paid to the issue of children's advertising, you will find there are better ways to approach the question. In English Canada a very good code has been developed by the people who make the products that are advertised to children. And it works. Quite frankly, at this moment there are few complaints from the very people who are touched by children's advertising—parents and children.

Now, I guess, if somebody creates something that is unique and Québécois, he will have a very difficult time bringing it to the attention of Quebec kids.

News: In his energy speech last summer, President Jimmy Carter suggested that Americans were becoming soft through self-indulgence and urged that citizens help cope with the energy crisis by ending their infatuation with consumer goods. This could apply equally well to Canada. Is advertising in danger of becoming an anachronism?

McCoubrey: In the advertising business, we are accused of creating consumer demands and of asking people to do more, spend more. If everything were priced properly, there would be no problem with that. On the other hand, every time there has been a real need to communicate things to people, advertising has proved its utility.

The horrid amounts of money probably spent by government to solve the energy problem have not borne fruit. I contend that if you were to give people in the advertising industry \$10 million this year and probably a tenth of that on a sustaining basis thereafter, we would make a lot of progress in a very short time in terms of teaching people how to conserve energy.

As a consequence, advertising will always have an important role. I'm not at all worried by people who believe that growth must come to an end. In fact, if that day ever does come—and it won't be in my lifetime—then there will be a very vital advertising industry around to help solve the problem through

communication skills.

News: Does advertising raise the price of consumer goods?

McCoubrey: Absolutely not. In fact, the opposite is true. Obviously, the cost of advertising has to be included in the product's final price, as do production and distribution costs. But the savings far outweigh these costs—advertising fosters competition between producers and helps achieve the stable quantity production that keeps the cost of goods down. The advertised brand also creates a market for the generic, or private-label, brand which is sold without any advertising expense at the lowest possible price; this gives consumers an alternative they would not otherwise have.

A limited number of prestige products in the fashion and cosmetic areas do have a high unit cost for advertising. In these cases, the advertising adds an exclusive aura to the product and consumers have demonstrated that they are quite happy to pay for this. You and I are not forced to use a \$12 aftershave instead of a slap on the face with rubbing alcohol, but if that's how we want to end our morning shave, that is our choice.

News: What about critics who claim that advertising creates unnecessary or artificial needs?

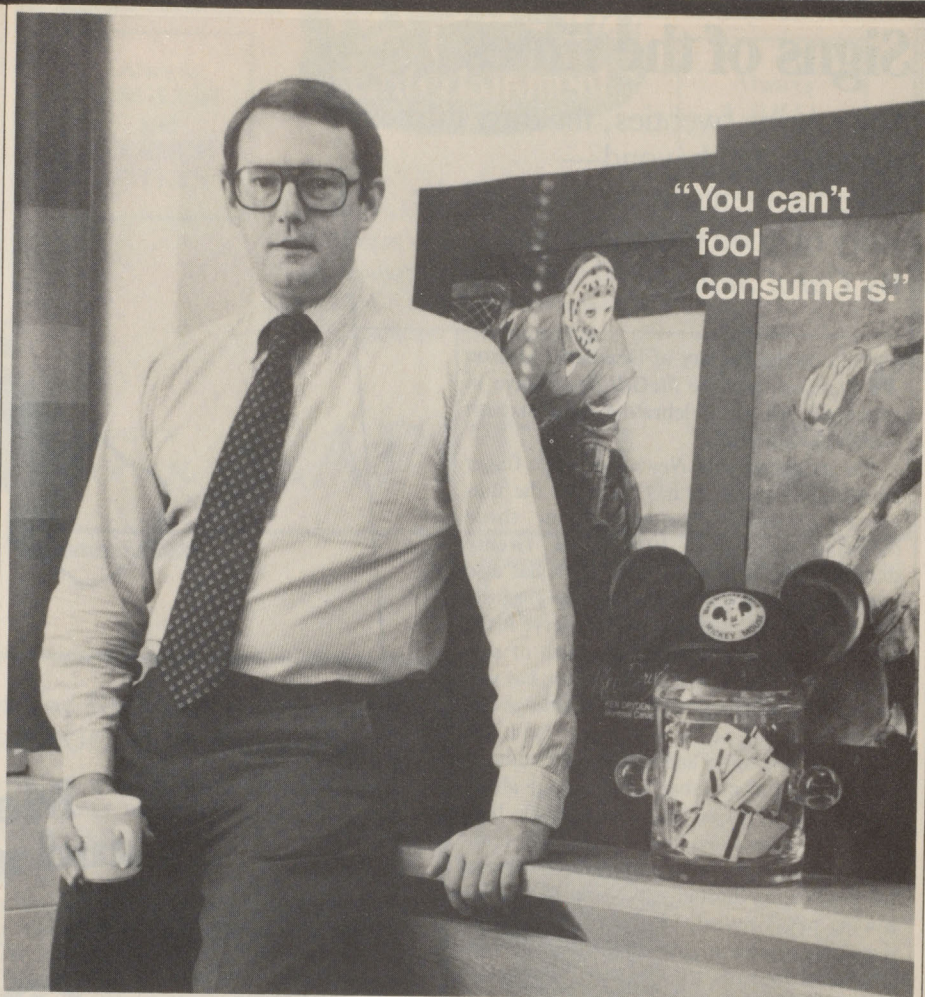
McCoubrey: It's true that these are real concerns for society, but to lay the responsibility for them on advertising just cannot be supported. Advertising plays a very small part in creating demand; rather, it accelerates a demand that either exists or is latent. There is ample evidence for this in the large number of new products introduced unsuccessfully every year.

News: Advertising also is blamed for creating discontent and frustration among people unable to afford the goods they see advertised.

McCoubrey: I find it preposterous to lay this charge on advertising's doorstep. People see more to make their mouths water during an hour-long television program than they do in the ten minutes of advertising carried each hour. The same applies to magazines. Any advertising that uses a mass medium naturally will show a product or circumstance that isn't within everyone's reach. But the same mass medium forces the advertised goods or services to be within the reach of most people. To follow this still further, if we really believe this could create a societal neurosis, then window shopping, or browsing in stores, or looking at people or cars in the street should be prohibited.

News: Is the emphasis in advertising on emotional appeal or on information?

McCoubrey: Advertising, by its nature, is selling. People understand this and expect the advertiser to show his product in the best light. This includes showing someone using the product and being pleased with the result he gets. It also includes the creation of a mood that is favourable to telling the story. But remember, if advertising doesn't motivate you through information to buy that product, then it's wasted. The representation of human aspirations and emotions in advertising most often reflects the character of society as it is. If it



RON WICKERS

were otherwise, then advertising would not be effective in communicating.

As an advertising professional, I don't seek to educate the public taste or attitudes but rather to capitalize on them to help sell my client's product or service. It is true that effective communication very often depends on impressions and emotional stimulation rather than on purely rational information—pictures are often better communicators than words.

News: Is advertising truthful?

McCoubrey: Believe me, it is. You can't fool consumers. Besides, advertising depends on repeat purchases. If you lie to someone, you may get him to try your product once but you'll never get him to repurchase it. You can't afford to advertise a loser, so not only is most advertising truthful but most advertising supports a product that is better value than an unadvertised brand.

As an advertising practitioner whose lifeblood depends on your believing the advertisements, I am anxious to raise the level of truth and therefore the value of advertising. To do this I have to take truthfulness in advertising very personally. How? By answering these few questions for all the advertising that our company creates:

- Would I take it home and show my wife, my children, my friends, and my neighbours?
- Would I like to see my children imitating the people in this advertising?
- Would I take this advertising to the company's sales force, factory workers, and president?

- Would I take it to my competition?
- Would I put my own name on this ad?

If the answer to each of these questions is yes, then I think the advertising is both true and useful.

News: But how can you legislate against bad taste in advertising?

McCoubrey: Well, bad taste is a very subjective thing. Let me ask you this. If you were offended by a particular commercial, would you buy the product? Probably not. If a lot of people feel that way, then a person has wasted his money creating and placing that advertisement.

Nobody sets out to use an expensive vehicle like advertising to have an ineffective result. It is almost predetermined that advertising will be to the taste of the day and speak to people in a tone of voice that doesn't offend them. It should provide them with information that they find useful and by which they can gauge similar products and services. Otherwise it doesn't communicate and it certainly doesn't sell.

We work very hard to make advertising a pleasing form of communicating news about a product. But it has to get people's attention and communicate persuasively. In order for all that to happen, it has to be a friend, someone they want to hear from and develop a trust in and whom they'll remember. It can't offend them; it can't gnaw at them; it can't create situations that they find unbelievable. Advertising is not a sinister force at all. ■

Signs of the times

The roaring twenties, the dirty thirties, wartime, and beyond—advertisements in the *News* tell the story of good times and bad.

By Carol Stairs.

What do the Faculty of Dentistry, Molson Stadium, and the *McGill News* have in common? All are celebrating their sixtieth birthdays this year.

For six decades the *News* has kept a finger on McGill's pulse. It has recorded the university's steady growth—from three thousand students in 1919 to the twenty thousand who registered this fall. It has also kept pace with a war effort that saw over six thousand McGill men and women serve in the armed forces; has reported the birth of new Faculties, Schools, and departments; has witnessed the construction of new buildings and the demise of some old ones; and has chronicled the many and varied achievements of student, staff member, and graduate alike.

The *McGill News* owes much to the hundreds of unheralded individuals and companies whose advertising has helped support the publication through the years. As the following pages reveal, however, these advertisements represent more than financial contributions towards the cost of publication. They are truly signs of the times.

Volume 1, Number 1, published in December 1919, carried an ad for the Molsons Bank, which was taken over by the Bank of Montreal just five years later. In the September 1929 issue, the Royal Bank of Canada urged graduates to save for the future—or face "financial shipwreck on the relentless reefs of debt"! Pages of business cards in each magazine were interspersed with plugs for fashionable gaiters, medicinal remedies, classy automobiles, and miraculous household appliances.

And 1934 was quite a year. A room at the lavish Ritz Carlton Hotel could be had for a mere \$3 a night; the Graduates' Society's membership was still wieldy enough to permit the operation of an alumni employment bureau; and, although women were barred from McGill's engineering and architecture programs, men were not allowed into graduate nursing and household science.

Still other advertisements reveal ironic twists of history. In mid-1939, the German State Railways were promoting Germany's summer festivals—while the country geared itself for war. In the same issue of the *News*, "McGill Cigarettes" were being sold to aid a building fund—for the university's new athletics facility! ■

December 1919

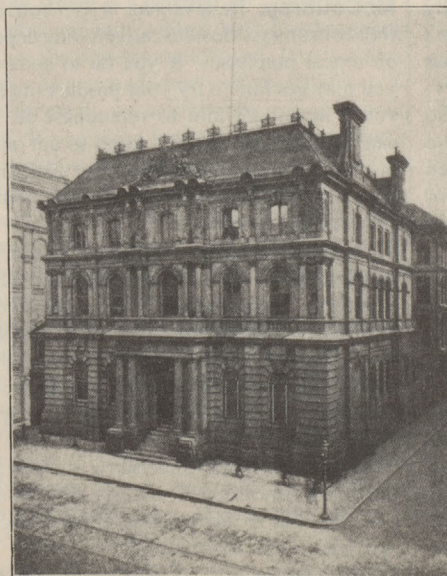


Men may come
and men may go but

Player's

NAVY CUT
are constant ever.

September 1927



HEAD OFFICE: 200 St. James St., Montreal

The Molsons Bank

INCORPORATED 1855

Capital Paid-up \$4,000,000
Reserve Fund \$5,000,000

WM. MOLSON MACPHERSON
President

EDWARD C. PRATT
General Manager

125 Branches throughout Canada



Always
ENGLISH
and
FRENCH
TITLES

Always
A REAL
High Class
Performance

Devoted to Exclusive Presentations
Of Features de Luxe. Syncopated
With Atmospheric Musical Inter-
pretations—Amid Luxurious and
Magnificent Surroundings

Theatre
SLOGAN

CAPITOL MONTREAL
Folks

December 1922

When ordering your
OVERGAITERS OR LEGGINGS
Insist on having the
IMPERIAL BRAND

These overgaiters are unexcelled for fit
and wear and are for sale by all first
class shoe stores throughout Canada



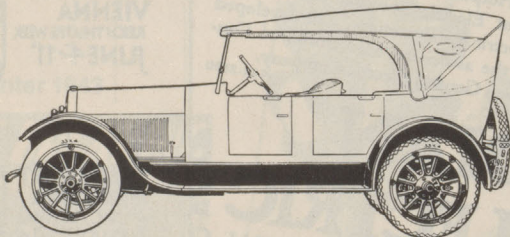
MANUFACTURED BY
L. H. PACKARD & CO. Limited
MONTREAL

September 1920



Whether for Business or Pleasure
— a McLAUGHLIN Motor Car

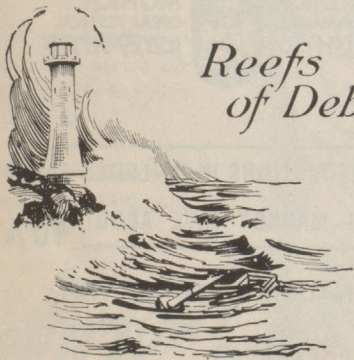
The man who is looking for a car of comfort and
dependability—a car made to stand up under
the daily grind of business use, to spin smoothly
on the frequent pleasure trips—comes to the
McLaughlin as a matter of course. For the
unchanging superiority of the McLaughlin has
won, many times over, its title of "Canada's
Standard Car."



**McLAUGHLIN MOTOR
CAR CO. LIMITED**
Oshawa Ontario

BRANCHES IN LEADING CITIES
DEALERS EVERYWHERE

June 1921



*Reefs
of Debt*

Ask for our folder "A New Horizon." It will
show you an easy way of saving \$1,000

THE man or woman who plunges
into thoughtless spending, making
no provision for the future, faces
financial shipwreck on the relentless
reefs of debt.

Men in debt no longer control
their time or their careers. Others
control them. Freedom from debt
lies in a definite savings plan.

**The Royal Bank
of Canada**

September 1929

RITZ CARLTON

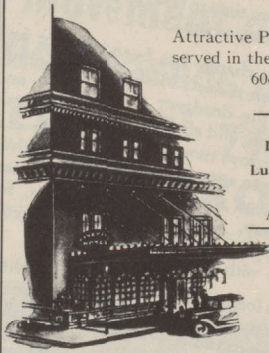
MONTREAL

SHERBROOKE STREET WEST

Delightful location, quiet, comfortable and
easily accessible.

RATES \$3.00 AND UP
(European Plan)

Attractive Plat du Jour
served in the Ritz Cafe,
60c.



MAIN
DINING ROOM
Luncheon, \$1.25
Dinner, \$1.75
Also a la Carte

EMILE C.
DesBAILLETS
Manager

June 1934

June 1934

WRITE OR 'PHONE US

WHEN YOU HEAR OF
AN OPEN POSITION
WHICH CAN BE FILLED BY A

McGILL GRADUATE

MAN OR WOMAN

"A free Service to all concerned"

GRADJATES! Register with us
if you are not employed

THE GRADUATES' SOCIETY
EMPLOYMENT BUREAU

McGILL UNIVERSITY — MA 9181
Local 15



New Hours of Freedom

JUST a few years ago most people agreed that "woman's place is in the home"—there to devote the greater part of her time to tasks that rob beauty and destroy youth.

What a change has been wrought in the home today! Modern Eve sensibly shifts the drudgery of housework on to willing and efficient electric servants. She enjoys new hours of freedom . . . hours to spend outdoors with her children, on the open road or the green fairway. Ample leisure has she, for shopping and the pleasant social contact with friends.

No longer any need to hurry home and prepare the next meal! Electricity attends to the cooking automatically in

her absence. And for a few cents a day the same unfailling power sweeps the house, does the washing and ironing and conserves her family's health by safeguarding food.

The day of such laborious devices as the carpet beater and scrubbing board is rapidly passing into oblivion. Hands that once were boiled in laundry suds and calloused with menial toil, now accomplish the same work by snapping electric switches. Each day is brightened by such faithful electric helpers as Hotpoint Hi-Speed Ranges, Hotpoint Electric Servants and General Electric Refrigerators . . . all developed in the associated laboratories of Canadian General Electric Company.

C.G.E. 3300



CANADIAN GENERAL ELECTRIC

HEAD OFFICE, TORONTO: SALES OFFICES IN ALL PRINCIPAL C

June 1930

December 1934

McGill University Montreal

confers the following degrees:—

BACHELOR OF ARTS
BACHELOR OF SCIENCE
BACHELOR OF COMMERCE
BACHELOR OF ENGINEERING
(Men only)
BACHELOR OF ARCHITECTURE
(Men only)
BACHELOR OF CIVIL LAW
BACHELOR OF LIBRARY SCIENCE

BACHELOR OF SCIENCE IN
AGRICULTURE
BACHELOR OF HOUSEHOLD
SCIENCE (Women only)
BACHELOR OF MUSIC
DOCTOR OF DENTAL SURGERY
DOCTOR OF MEDICINE
MASTER OF ARTS

MASTER OF SCIENCE
MASTER OF COMMERCE
MASTER OF ENGINEERING
MASTER OF CIVIL LAW
DOCTOR OF PHILOSOPHY
DOCTOR OF CIVIL LAW
DOCTOR OF SCIENCE
DOCTOR OF LITERATURE
DOCTOR OF MUSIC

and offers diplomas in:—

MUSIC
GRADUATE NURSING
(Women only)

PUBLIC HEALTH
(for M.D.'s)

HOUSEHOLD SCIENCE
(Women only)
PHYSICAL EDUCATION

Books of information giving particulars of the various courses may be obtained from the Registrar's Office.

MALTO MORRHUVIN

MALTED WINE OF COD LIVER OIL
AND HYPOPHOSPHITES

An elegant and palatable preparation containing the active principles of COD LIVER OIL AND WILD CHERRY WITH MALT EXTRACT AND HYPOPHOSPHITES OF LIME, SODA, POTASSIUM, IRON, QUININE AND STRYCHNINE, the whole scientifically blended with finest PORT WINE and agreeably flavoured so as to render it acceptable to the most sensitive stomach.

DOSE:—Adult one tablespoonful three times a day and at bedtime.

CHAPMAN-DART, Limited
MONTREAL, Can.

Proprietary or Patent Medicine Act No. 5947

December 1921

Summer 1939

GERMAN SUMMER FESTIVALS

1939

DUSSELDORF
REICH MUSIC WEEK
MAY 14-21



HEIDELBERG
REICH FESTIVAL
JULY 12-AUG 20

VIENNA
REICH THEATRE WEEK
JUNE 4-11



BAYREUTH
WAGNER FESTIVAL
JULY 25-AUG 28

FRANKFORT
INTERNATIONAL
MUSIC FESTIVAL
JUNE 15-24



SALZBURG
FESTIVAL
AUG. 1-SEPT. 8

MUNICH
PAGEANT OF GERMAN ART
JULY 14-16



MUNICH
OPERA FESTIVAL
JULY 29-SEPT. 10

60% REDUCTIONS IN RAILROAD FARES
"TRAVEL MARKS" SAVE ABOUT 40%

CANADIANS NEED NO VISA

For further information, ask
your Travel Agent, or Dept. M

GERMAN STATE RAILWAYS

Information Bureau
DOMINION SQUARE BUILDING · MONTREAL



DON'T BE A GRUMBLER
 —rationing is helping to win the war.



TENDERS for the construction of the "Sir Arthur Currie Memorial Gymnasium-Armoury" are being called as this issue of the "McGill News" goes to press. Before another year has passed it is expected that the first units of the new building will be completed ready for use. Because of lack of funds it has been necessary to omit the swimming pool, hockey rink and other units that form a part of the complete scheme. The contribution made by McGill Cigarettes has added an appreciable sum to the building fund and your continued purchases of these cigarettes will do much to make possible the building of McGill's gymnasium in its entirety.

MCGILL CIGARETTES
 Summer 1939

Winter 1943

THE SHACKLES ARE BREAKING



THE GREATER DESTINY of tomorrow is in our hands
 Now more than ever must we strive unceasingly to finish the job
 Now more than ever must we SAVE and LEND for

"WE NOW HAVE REACHED A POINT IN THE JOURNEY WHERE THERE CAN BE NO PAUSE. WE MUST GO ON! IT MUST BE WORLD ANARCHY OR WORLD ORDER."
 —WINSTON CHURCHILL (at Harvard University)

SUN LIFE OF CANADA

Safe, Swift Movement of Modern Traffic Depends on ELECTRIC TRAFFIC CONTROL

GENERAL ELECTRIC
TRAFFIC CONTROL EQUIPMENT

A trip by car or a-foot, on business or pleasure . . . the work of private and public services . . . all depend upon unimpeded, controlled movement on our roads and streets. The smooth uninterrupted flow of traffic provided by an automatic electric control system is essential to all the community. Electric traffic control protects pedestrians, alleviates congestion . . . prevents accidents and facilitates the handling of crowds in busy centres, bringing everyone greater safety.

The specialist engineers of CGE are leaders in the development of electric traffic control equipment. Trained in the planning of traffic and cities, large and small, their services are at the disposal of all authorities interested in the application of better traffic control. What can advise on the best system for your requirements so that you can install signal lights which will give your city better traffic control.

CANADIAN GENERAL ELECTRIC CO LTD
 HEAD OFFICE - TORONTO

Summer 1949

Autumn 1945

"This won't hurt a bit"

Fourth-year dentistry students practise for practice at McGill's summer dental clinic for children. By *Christine Farr*.

We get a whole range of children here—everything from the very sweet, cooperative child to the one who'd gladly kick a dentist in the shins," laughs Assistant Professor Howard Katz, PhD'73, DDS'77, coordinator of McGill's twelfth summer dental clinic for children. He should know—he too worked in the clinic while a student in the Dentistry Faculty.

In a large, bright room on the third floor of the Montreal General Hospital, the buzz of dentists' drills replaces the usual "quiet, please" atmosphere. Fourth-year dentistry students are hard at work repairing young teeth damaged by too much junk food and not enough brushing. "The only difference between ourselves and a private dentist is that the pace here is a little slower," explains Katz. "Although our students are almost qualified to work on their own, they are still learning. Every step they take is checked and commented on by one of the seven staff demonstrators."

This year's six-week clinic treated over 1,100 children ranging in age from five to eighteen. "We try to do as much as possible for as many as possible, rather than extensive work for a few," notes Katz. During the first two weeks alone, students performed nearly twenty thousand dollars worth of dental work, including preliminary examinations, restorative work, and preventive care treatments. "We try to instill in the children a concept of oral hygiene," he adds. "Preventive services, such as fluoride treatments and the demonstration of proper brushing and flossing techniques, are our prime objective."

Working in the clinic gives students experience in handling a spectrum of dental situations as well as an opportunity to develop a "chairside" manner. Last summer, twenty-five of thirty-eight final-year students, assisted by twelve third-year colleagues, were able to take advantage of the invaluable training afforded by the clinic.

Each student works at his own station with up-to-date equipment, charts, and miscellaneous tools of the trade at his fingertips. The young dentist-in-training keeps regular office hours—9:00 a.m. to 4:30 p.m., five days a week—and sees an average of eight patients a day. Payday brings a weekly salary cheque of \$150.

The dentists' services are free of charge, making it a bargain for those children over fifteen years of age who are no longer covered by the Quebec denticare program. The clinic itself is funded by the provincial government's Ministry of Social Affairs—last summer's grant totalled \$66,000.

A tight budget, however, requires careful utilization of all dental supplies, some of which have increased in cost by as much as 30 per cent over last year. "Quite a bit of our material comes from the States," says Katz, "and the declining value of the Canadian dollar has increased costs across the board. We have to be very frugal with our supplies and keep waste to an absolute minimum."

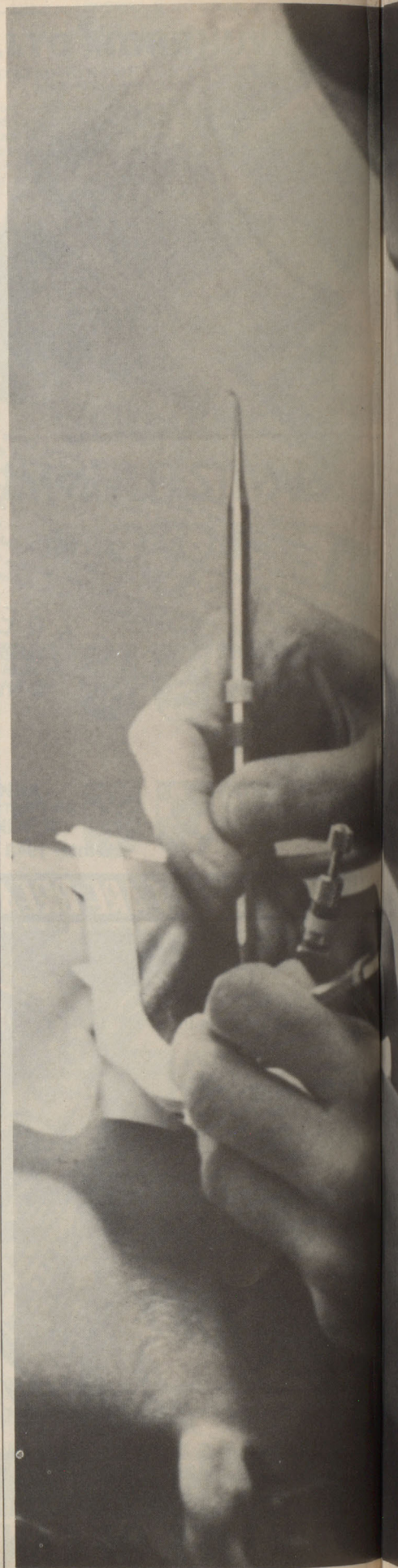
For people living on the Island of Montreal, access to the clinic could not be easier. Transportation to and from the hospital is free. While patients living off the island must provide their own transportation, attendance does not seem to have suffered. "We draw our patients from as far away as Mascouche and Clarenceville," smiles Katz. "Everybody—from anywhere in Quebec—is welcome."

Though children attending the clinic need not be accompanied by an adult, parental consent forms must be signed before any examination or restorative work can be undertaken. Older children often come to the clinic on their own initiative, while most younger ones are brought by school nurses. "Over the past ten years, we've developed an excellent rapport with these nurses," Katz explains. "They send the children to us towards the end of the school year and then once again during the summer."

Ruth McFarlane, a retired public-health nurse, ferries children to the clinic from the town of Clarenceville, a small community near the American border. "I knew about the clinic when I worked as a school nurse in Montreal," she recalls. "Two years ago, after my husband retired and we moved out here, I contacted the clinic to see if they'd be interested in having children from this area. They were enthusiastic, and I've been bringing the children ever since."

This year, McFarlane arranged a total of 197 visits for 73 children from 38 families. "We have only two dentists serving a large area," she notes. "While the dentists are very good, parents often find it difficult to travel the distance required. They tend to take them only in emergencies."

Bussing the children to the city for treatment seems to have solved the problem, and the two dollars parents contribute towards expenses is regarded as a worthwhile investment. "One woman didn't like the wait at the clinic," McFarlane remembers, "but generally, I've received terrific support from the parents and from the community. Awareness of the importance of dental hygiene has also improved considerably among the children since they started going to the clinic—one





HAROLD ROSENBERG

little girl even influenced her father to seek dental treatment!"

This year, the provincial government asked that the clinic treat mentally and physically handicapped children as well. Did this necessitate special treatment methods? "It really depends on the nature of the handicap," explains Katz. "The deaf children were accompanied by people trained in sign language who did the explaining for us; with blind children, you have to be very talkative and relate in detail exactly what you're doing. Mentally handicapped children are a different story—depending on the severity of the impairment, all their work might have to be done under general anesthesia."

The government initially requested that handicapped children make up half of those treated at this year's clinic. The figure, how-

ever, proved somewhat unrealistic. "We actually saw about a hundred," says Katz. The lack of advance notice received by the institutions was a contributing factor. Says Marcelle Polgari of the Centre Marroniers in Montreal, "We first became aware of the program at the beginning of the summer through a government newsletter. Because of vacations, we had difficulty finding escorts to accompany the children to the clinic."

Of the eighty-three mentally handicapped children at the centre, only two seventeen-year-olds and one twenty-year-old received treatment. It was their first-ever visit to a dentist. "You couldn't send me enough dentists to look after the children we have," Polgari notes. "Certainly next year we plan to take much better advantage of these excellent facilities."

Government statistics reveal that more than half of Quebec's children reach the age of nine without ever visiting a dentist. When one considers who is ultimately responsible for a child's health habits, the conclusion that parents are transmitting their own lax attitudes on dental hygiene to their children is difficult to escape. "There's just no excuse for such neglect," claims Katz. "Denticare now covers all fillings, extractions, examinations, fluoride treatments, and even root-canal work for children."

Today's children, however, are tomorrow's parents. By teaching young people the importance of dental care, McGill's summer clinic is helping to ensure that future generations will also have healthier teeth. ■

A mental block to dental care—why?

What do actress Farrah Fawcett and President Jimmy Carter have in common? If your response is "beautiful teeth," then you're one of an increasing number of North Americans who consider dental care more than a necessary evil.

"There has been a tremendous turnaround in the public's attitude towards dental health," says Dr. John Stamm, associate professor and chairman of the community dentistry program at McGill. "In the fifties and earlier, little importance was placed on tooth retention and healthy teeth in general, to the point where children today actually badger their parents for braces because they know what it will mean to them down the road."

What accounts for the switch in attitude? Stamm believes the answer is twofold. First, there are the cultural influences in a world where the media's glamorous personalities present an unflinching image of perfect teeth, and where the spectre of jungle breath and tooth decay can be quickly dispelled by powerful mouthwashes and clinically tested toothpastes. "We learn from seeing Farrah's teeth—and from advertising that sells everything from cars to Coke with a dazzling smile—that healthy teeth are good and socially desirable things," says Stamm.

Also contributing to the fight against tooth decay is the vastly increased use of water fluoridation. Close to 110 million North Americans drink fluoridated water—with no ill effects and some very visible benefits. "In communities where the water is fluoridated," explains Stamm, "dental decay has been reduced by about half."

These two relatively recent developments combine to paint a rosy picture for dental hygiene in Canada. "We know that tooth-loss rates are going down," notes Stamm. "In the United States, for example, from 1961 to 1971 there was an almost 10 per cent reduction—for all ages groups—in the number of people

with dentures. I suspect that by inference there has been a similar improvement in Canada." This 10 per cent figure, Stamm points out, is almost error-free: "You don't make mistakes about whether or not a person has any teeth!"

Canada's current trend towards denticare programs has added further impetus to the fight against tooth decay, although the presence of such a program does not, in itself, promote better dental health. ("The Americans have better dental health than the populations of many countries," notes Stamm, "and they don't have denticare.") Where denticare does play an important role, however, is in making dental treatment accessible to people who would otherwise seek out a dentist only in an emergency. "There's a very strong relationship between a person's economic status and the proportion of teeth that are properly treated," Stamm explains. "The higher the socio-economic status, the greater the incidence of treatment, and vice-versa. And this holds true independent of urban, rural, or cultural factors."

Denticare in Quebec now extends to children up to age fourteen. It covers fillings, extractions, cleaning, preventive treatment, and root-canal work. Despite such a comprehensive program, however, Quebec children statistically have poorer dental-health records than children from other parts of Canada.

A recent survey, funded by the Conseil de la recherche en santé du Québec and conducted by Stamm together with Dr. Charles Dexter (from McGill's pedodontic department) and Dr. Robert Langlais (formerly with McGill's oral diagnosis department and presently at the University of Texas), studied roughly 2,500 Quebec children from six to seven and from thirteen to fourteen years of age. The random sampling reflected urban/rural splits, linguistic and geographic distribution, and socio-economic status. Reports Stamm: "We found that the average thirteen- to fourteen-year-old in this province has 1.6 missing teeth, which is vastly higher than in any other part of North America. Total caries experience—that is, the accumulated decayed, missing, or filled teeth in a mouth—was 9.0." A comparable study of

Ontario children put the caries experience figure at 4.3.

In the group of Quebec children aged six to seven, the survey found that the average number of baby teeth with caries experience was 6.1, with 1.3 of those teeth lost. That same child, living in Alberta, would have averaged only 4.0 teeth with caries experience and .2 teeth missing.

According to Stamm, Quebec's poor showing can be attributed to several factors. "We have to remember who these children's parents are and what their attitudes are towards dental hygiene. Ultimately, it is the parent who decides whether or not there are toothbrushes and toothpaste in the house, and whether or when a child uses them. The type of dental treatment a child receives is also directly determined by the parent."

In addition, francophones have not tended to emphasize dental health, maintains Stamm. The retention of natural teeth has not held as much importance in Quebec as it has elsewhere in Canada. And Quebec is one of few provinces that still does not fluoridate its drinking water. The legislation is there—Bill 88 was enacted in 1976—but a moratorium and ongoing studies have effectively blocked its implementation.

Stamm is a believer in preventive dentistry. "A tooth is not like a broken bone that will heal almost as good as new. It takes generations for a positive attitude towards dental hygiene to show up as improved caries experience. The problems of ten or more years ago remain in the mouth—you can't cure a cavity."

Nevertheless, Stamm prefers to downplay the negative and accentuate the positive. "We do have a denticare program and we have at least the enabling legislation for water fluoridation," he smiles. "Also, parents are definitely taking a more active interest in their own dental health and that of their children. To the degree to which prevention is effective, I think that the dental profession is finally beginning to see the first signs of controlling tooth decay."

As another McGill professor says, tongue in cheek, "Dentists must be the only professionals actively working to put themselves out of business!" ■

"May I have the envelope, please?"

Making good in Hollywood. By Donna Nebenzahl.

Editor's Note: McGill faculty and alumni have figured prominently in the forty-year history of the National Film Board of Canada. Last year and this were no exceptions as documentary filmmaker Beverly Shaffer, BA '66, and animator John Weldon, BSc '66, added a pair of gleaming Oscars to the board's burgeoning case of awards and honours. On the following pages, News freelancer Donna Nebenzahl profiles the young Academy-Award-winning graduates:

Portraits on celluloid

I like to make films that are uplifting," says National Film Board freelance director Beverly Shaffer. "A good human-interest story that touches you is what film is all about. If you can put something on the screen that elicits an emotional response from the audience, then that's a good movie."

The members of Hollywood's motion picture academy must agree with her philosophy. *I'll Find a Way*, Shaffer's sensitive twenty-three-minute film about a young crippled girl, came away from the 1978 Academy Awards ceremony with the Oscar for best live-action short.

Shaffer's moment of glory was preceded by much hard work and, admittedly, some good luck. In 1970 the young high-school teacher decided to return to university for further studies in education but was unsure which path to take. When the guidance book she was consulting fell open at "Film, Masters," her fate was sealed. She made only one application—to Boston University—and completed its rigorous two-year program.

Landing a job with Boston's public television station WGBH-TV, Shaffer began working on "ZOOM," a program for and about American children. With the idea of a similar Canadian series brewing in her mind, she submitted a proposal to the National Film Board in Montreal. "I came up and made two pilot films in 1974," she recalls. "The executive producer of the women's unit, Kathleen Shannon, looked at my proposal, considered my experience, and thought I was a good risk."

The young director went on to produce eight documentaries in her "Children of Canada" series. The films, she explains, are "portraits of kids who live in all parts of the country—maybe a farm child or an inner-city child or a physically handicapped child. They give children a chance to meet other kids who live in a different way but with whom they can relate very well because they're kids."

The lives that the camera records are filled with both happy and bittersweet moments—the visions, the explorations, the emotions of childhood. Kevin lives on a reserve, surrounded by his Indian heritage. Veronica thrives in her inner-city neighbourhood. Tony is just a regular kid who loves to play, even though his eyes can barely distinguish light from shadow. Benoit plays his violin with passion and participates in family games with exuberance. And Nadia displays courage, dignity, and humour as she lives with the handicapping disease spinabifida; when asked how she'll cope at her first public school, she simply shrugs, smiles, and says, "I'll find a way."

Shaffer does some careful detective work to find the subjects for her films. "First," she explains, "I decide in my mind the lifestyle I am looking for. Then I look for children whom I personally admire. I'll go out and meet them, and seeing them in certain situations will make an impression on me. When I

come back with the crew, I'll re-create that."

For *I'll Find a Way*, continues Shaffer, "I thought I'd like to meet a handicapped child who was coping well with the situation. I found Nadia De Franco in the first school for handicapped children that I visited." To find the subject for *Beautiful Lennard Island*, Shaffer ventured into the wilds of British Columbia. "I thought of different lifestyles and, because B.C. has such a big coast, I thought there must be some children who lived in lighthouses. I had another idea, too: the frontier. Maybe I could find a kid who went to a one-room schoolhouse or took correspondence courses." In her travels she discovered Steven Thomas Holland of Len-

"I thought I'd like to meet a handicapped child who was coping well with the situation," says award-winning film director Beverly Shaffer. "I found Nadia De Franco in the first school for handicapped children that I visited."



nard Island—population, four.

Seeing a blind child cook or a handicapped child play basketball seems to have an especially strong effect on young viewers. They enjoy Shaffer's films because they "are not condescending" but "deal with the kid as a person," she explains. Children have sent her reviews of their favourite films, have composed letters describing their feelings upon seeing them, and have often requested that all children, and even adults, be able to view the films so that they too can see how other children live.

The visual impact of Shaffer's documentaries is reinforced by the child's own on- and off-camera narration. In *I'll Find a Way*, for example, young Nadia makes a simple yet moving plea for mutual understanding: "My family and friends are important to me—they never feel sorry for me and that's the way I like it," she says matter-of-factly. "Sometimes... all the kids in the park stare at me. But they shouldn't stare—it's not nice. It makes me feel bad; I really feel bad when I get home."

Funding for additional "Children of Canada" films is not guaranteed but Shaffer hopes to expand the series to include children from all regions of Canada. "I'd like to do a film about a kid who is fat, or one who has a dying sibling or parent," she notes. Currently underway is the story of a child with divorced parents. "One of my ideas is to have other directors make some of the films in the series and perhaps use this as an opportunity to train new directors," she adds positively.

Shaffer is a filmmaker with a practical eye and few illusions. "I still have trouble coming to terms with the notion of the director as artist," she says. "Filmmaking is a craft. I know what the camera does, what the sound recorder and editor do, and I know how to put all these together to tell an interesting story. It is a very competitive field, and I think a lot about how I 'made it.' I might have more initiative than I give myself credit for, but it's not that I'm especially gifted."

Her films reflect a uniquely female sensibility. "Generally speaking," says Shaffer, "women are more interested in the emotional side of life, though I think times are changing and men are becoming more interested in things of the heart." And, while it may be that she was accepted at the film board because of the new women's unit and in deference to International Women's Year, Shaffer now feels she has the experience to work anywhere in the board. "All institutions or organizations need or should have some set-up that enables women to get their first opportunity," argues Shaffer. "In filmmaking you can only improve by doing."

For documentary work, Shaffer considers the film board "the best place in the world. You have the freedom you want, as long as you want, with very little interference. And a lot of your colleagues are right in the building: you can invite them to screenings to give their impressions, their opinions, their criticisms."

Although she enjoys—and plans to continue—making documentary films, Shaffer would like to branch out into the world of

drama. "In a documentary," she notes, "the situation is there; but in a drama, you create it. You create the mood and say what the scene will be. To me that is a challenge."

Whatever she does, Shaffer continues to be preoccupied with children. In 1978 she attended a children's film seminar in Rome and later addressed a New York conference sponsored by the Media Center for Children. The filmmaker has also judged a children's literature contest and recently worked on a

A postman's demise

John Weldon, animator of the 1979 Academy-Award-winning short *Special Delivery*, is not your ordinary I've-been-drawing-since-childhood artist. Rather, this young man with the twinkling eyes and uneven beard admits that he, like countless others of his generation, spent years searching for inspiration.

"I wasn't motivated when I was a student," he says with a wry smile. "To tell the truth, I probably studied psychology because I hadn't done well in anything else during my first year." The thought of a career in filmmaking never crossed his mind during those years at McGill—the heady years of the early sixties that saw fraternity parties and football fever replaced by radical student politics and campus demonstrations. A group of budding writers, actors, and musicians nurtured their talents with the university's Red and White Revue, but Weldon remained dis-

short film to salute the International Year of the Child.

Will her new projects put her in line for another Academy Award, and does it matter? "When you get the taste of one you want to win another," she smiles. "But you're only as good as the last film you make!" Shaffer unabashedly describes filmmaking as "the most enjoyable way of making a living." Winning an Academy Award for doing what she loves is just an added bonus. ■

tant. "I knew I was vaguely interested in cartoons or writing," he remembers, "but I was not a highly involved person."

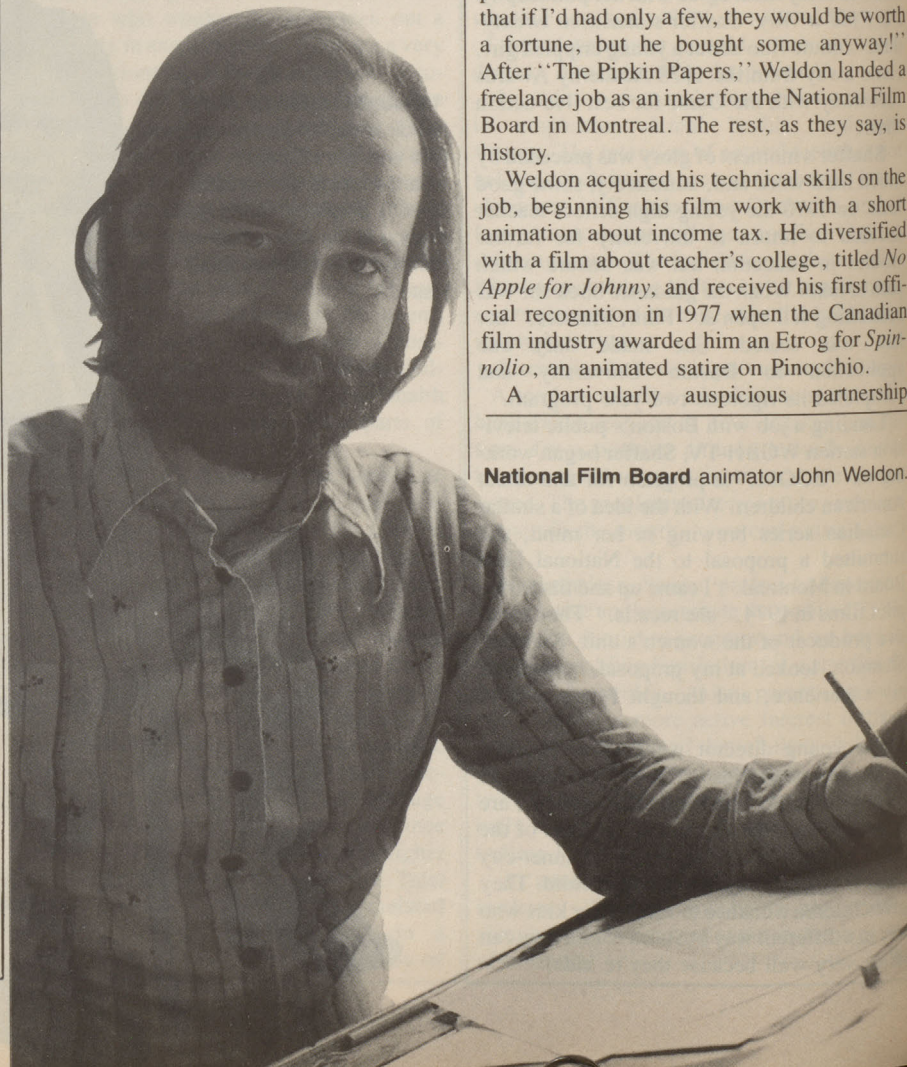
In 1967 Weldon began a teaching degree at Macdonald College and his vibrant humour found expression in the sketches he wrote for the Green and Gold Revue. But indecisiveness again won out, and he left after a year to become an actuarial trainee with an insurance company. He looks back on this time as "putting off having to decide on a career."

Weldon gave up the business world after a year and turned his vague interest in cartoons into "The Pipkin Papers," his first—and only—satirical comic book. "I had it printed myself and sold it around Montreal," he explains. Though it was not an overwhelming success at the time, the comic book recently attracted a Los Angeles collector's interest. "He had come across it and wanted to know if I had any left," says Weldon. "He was disappointed when I told him I had lots left! He said that if I'd had only a few, they would be worth a fortune, but he bought some anyway!" After "The Pipkin Papers," Weldon landed a freelance job as an inker for the National Film Board in Montreal. The rest, as they say, is history.

Weldon acquired his technical skills on the job, beginning his film work with a short animation about income tax. He diversified with a film about teacher's college, titled *No Apple for Johnny*, and received his first official recognition in 1977 when the Canadian film industry awarded him an Etrog for *Spinolio*, an animated satire on Pinocchio.

A particularly auspicious partnership

National Film Board animator John Weldon.



began when Weldon teamed up with animation supervisor Eunice Macaulay to work on the seven-minute, black-humour comedy, *Special Delivery*. Weldon describes Macaulay as a "jack-of-all-trades" at the film board. "She tends to work on larger productions," he adds, noting that twenty or thirty people often team up to make longer cartoons suitable for the half-hour television format. "The board is one of the few places where you can still work in small teams," says Weldon. "It's a tremendous advantage because you can get a more individual style."

Special Delivery is based on an encounter Weldon once had with the post office. "At seventeen, I got a letter from the post office complaining that the stairs to our front door were not cleared of snow," Weldon recalls. "I told Eunice the story and we started going off on tangents. We turned it into an animated script." Adds Weldon, the film has "a Canadian touch, a Canadian sense of humour."

The film tells a deliciously complicated tale; the opening narration sets the scene: *When Alice Phelps left home that day to go to her judo class, she told her husband Ralph to clean off the front walk before he left for work. But Ralph never did what his wife told him to do. When Ralph returned home, there was a body lying on his front stairs. It was the mailman. He had obviously slipped on the ice that Ralph hadn't cleaned away and broken his neck. Ralph, fearing the wrath of the letter carriers' union, carried the body into the house....* "Our hero" proceeds to dream up an interminable series of macabre proposals on how best to dispose of the body, little knowing that the mailman was also his wife's lover!

Weldon's animation techniques are as original as the plot. Instead of working with inks on celluloid, the artist has used pastel-coloured pencils on ordinary bond paper. "It's normal to have a paper background but celluloid characters," explains Weldon, meaning that the background remains static while the characters move. In *Special Deli-*

very, however, there is no difference between background and characters. Sometimes the background even moves with the characters, notes Weldon. "This meant hours of laborious work because the backgrounds often had to be drawn over and over again along with the characters. On the other hand, it had the advantage of being freer in style."

To reduce the amount of repetition, Weldon used a very small field—the camera filmed only the five-inch sheets on which he worked. The film's 5,000 individual drawings took over eight months to complete. Notes Weldon, "This is probably a bit faster than average for an animated film."

Praise began pouring in as soon as the film was released; the possibility of an Academy Award arose but, smiles Weldon, "I didn't expect it." Nonetheless, he and Macaulay were bundled off to Hollywood where "there was so much happening there wasn't time to be nervous!"

The duo had many enjoyable moments. "A nominee from the U.S. brought their crew down, and we met the night before the Awards," recalls Weldon. Then there was the pre-Awards party at the Canadian Consulate. The consulate limousine took them to the ceremony—and good thing, too. "Another guy tried to go in his Volkswagen," smiles Weldon, "but they wouldn't let him in."

The most amusing scenario—to others, at least—occurred the morning after the night before. The CBC radio program "Morning-side" had asked if they could interview the new Academy-Award-winner and agreed to call him at 5:00 a.m., Los Angeles time. (Unfortunately, Weldon partied after the ceremony and finally fell into bed at 3:00 a.m.) "I remember saying hello—and waking up three hours later with the telephone beside me," laughs the young filmmaker. It seems that the show's host, after an uncomfortable pause, excused him to the nation's listeners with, "I think Mr. Weldon has fallen asleep."

Perhaps even more thrilling than the Aca-

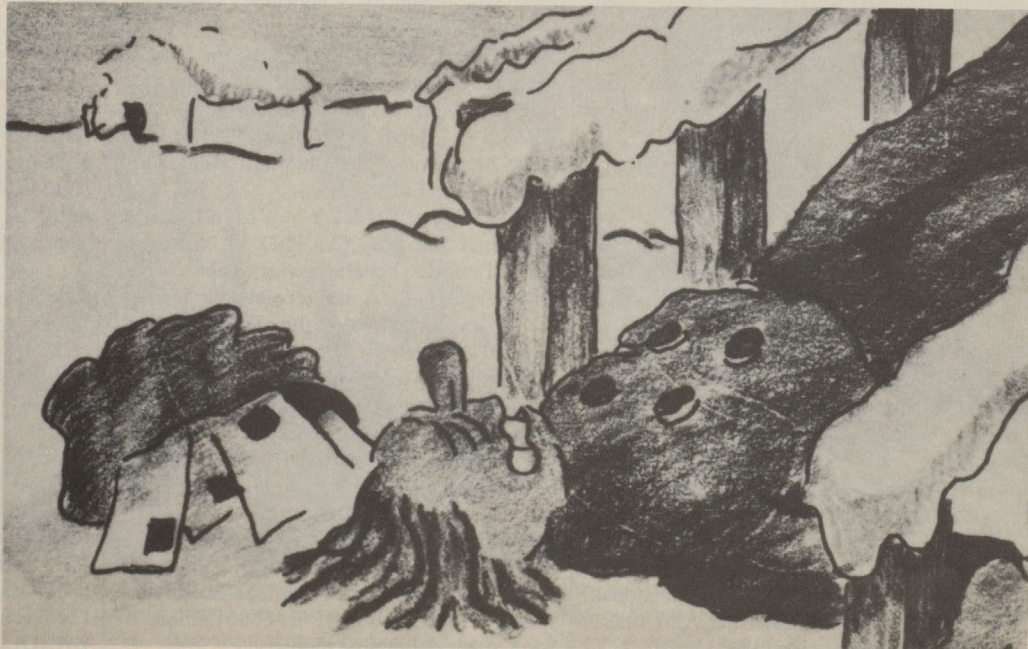
demy Award was the first prize Weldon won for *Special Delivery* at the Zagreb International Animation Festival held in Yugoslavia last summer. "It was a cultural event for the whole country—national television coverage for two or three hours every night, interviews with animators, and so on," says Weldon. "Europeans seem to put a lot more into the various arts and, when they do something well, they're really proud of it."

Choosing his words carefully, Weldon continues: "There's a lot of frustration at the National Film Board these days, mainly due to the recent budget cuts. But I'll tell you what's really frustrating. Many Canadians don't realize how well respected the film board is in the world. In foreign countries, they're very excited about the board and wish their institutions were more like it."

"But back in Canada, it's just another government institution. All the annoyances Canadians have against the government they also have against the film board. It's part of the general cultural malaise of this country—we don't love our own products. Canada has a semi-annual, animated film festival in Ottawa, but no one even hears about it. I know there are Canadians coming out with better, more original ideas because I know them, I've seen them. But they'll never get them accepted here; they have to go to the U.S."

Happily, Weldon has built an international reputation without having to leave his native Montreal. He recently completed a three-minute film for the board's Canadian Vignettes program. Entitled *The Log Driver's Waltz*, the animation complements a sound track by folk singers Kate and Anna McGarrigle. Weldon has also worked on animated sequences for various government departments and has yet another project up his sleeve: a ten-minute film combining live-action and animation. "Now that I've been at the film board nine years," says Weldon, "I might as well accept the fact that I'm staying. Besides, it's a great environment for a filmmaker!"

"It was the mailman!": A cell from John Weldon's Academy-Award-winning animation, *Special Delivery*.



COURTESY OF THE NATIONAL FILM BOARD

WHERE THEY ARE AND WHAT THEY'RE DOING

■ 23

WALTER CHESTNUT, MD'23, who recently celebrated his seventy-ninth birthday, continues to practise medicine in Hartland, N.B.

■ 31

WILLIAM P. FOGARTY, BSc'31, has been awarded an honorary doctor of engineering degree by the Nova Scotia Technical College, Halifax.

■ 34

NATHAN KEYFITZ, BSc'34, a sociology professor at Harvard University, has been named to the Robert Lazarus Chair in Sociology at Ohio State University, Columbus.

■ 38

MICHAEL J. MESSEL, BEng'38, has received the Distinguished Service Award from the Canadian Institute of Mining and Metallurgy for his contribution to the Quebec mining industry.

■ 40

A. KEITH BUCKLAND, BCom'40, has been appointed vice-president and general manager of Montreal Standard Inc. JOSEPH ("JIM") W. TOMECKO, PhD'40, has won the Protective Coatings Award of the Chemical Institute of Canada.

■ 42

ROBERT F. STAPELLS, BEng'42, has been appointed vice-president and general manager, international operations, of Champlain Power Products Ltd. HERB STEINHOUSE, BA'42, has become director of coverage planning at the Canadian Broadcasting Corp., Montreal.

■ 44

ARTHUR S. PERLIN, BSc(Agr)'44, MSc'46, PhD'49, a McGill chemistry professor, has been awarded the 1979 Hudson Prize by the American Chemical Society's Division of Carbohydrate Chemistry.

■ 46

PATIENCE (WHEATLY) WANKLYN, BA'46, has had a short story, "Mr. Mackenzie King," anthologised in *Fiddlehead Greens* (Oberon Press, 1979).

■ 47

JOHN E. MOXLEY, BSc(Agr)'47, MSc'52, a professor of animal science at Macdonald College, has been awarded the Agricultural Institute of Canada's Grindley Medal.

■ 48

R. HARRY JAY, BA'41, BCL'48, has been appointed Canadian Ambassador and Permanent Representative to the United Nations in Geneva, Switzerland.

JOHN TILLARD MEADOWS TAYLOR, BEng'48, has been elected president of the Institution of Mining and Metallurgy, London, England.

CLAUDIA TENNANT, BN'48, is a nursing volunteer with the United Nations in Yemen. KEITH S. TISSHAW, BA'48, has been appointed public relations manager of Canadian Industries Ltd., Willowdale, Ont.

■ 49

JACQUES BRAZEAU, BA'49, MA'51, has been named dean of the Faculty of Graduate Studies at the Université de Montréal.

DOUGLAS J. MacDONALD, BEng'49, has recently been appointed executive vice-president of the Canadian Certified General Accountants' Association.

JAMES NAIMEN, BA'45, MD'49, DipPsych'55, an associate professor of psychiatry at McGill, has been elected vice-president of the International Psycho-analytical Association.

ALLAN A. PARK, BEng'49, has become manager of engineering at Mathews Conveyor Co., Port Hope, Ont.

■ 50

A. PETER MacVANNEL, BSc(Agr)'50, has been appointed manager of market research and development for Schenectady Chemicals Canada Ltd.

WALTER J. McCARTHY, BCom'50, has become a senior vice-president of the Sun Life Assurance Co. of Canada.

BRIAN C. McGRATH, BEng'50, has been made president of the Churchill Falls (Labrador) Corp. Ltd.

WILLIAM PERCY McKINLEY, BSc(Agr)'50, MSc'51, PhD'54, director-general of the Federal government's Food Directorate, Ottawa, has received the Harvey W. Wiley award from the Association of Official Analytical Chemists.

A. ROBERT McLEAN, BCom'50, has been appointed manager of the aviation division of the Quebec North Shore and Labrador Railway, a subsidiary of the Iron Ore Co. of Canada.

■ 51

ROBERT K. BUHR, BEng'51, has been named a Fellow of the American Society for Metals in recognition of his contributions to the Canadian foundry industry.

JOHN ELDER, BSc'49, MD'51, an associate professor of pediatrics at McGill, has been named president of the Canadian Pediatric Society.

ROSS A. HENNIGAR, BSc(Agr)'51, has become president and chief executive officer of Suncor Inc., Toronto, Ont.

■ 52

JOHN DINSMORE, BEng'52, has been appointed president of Petromont, a petrochemical consortium based in Montreal.

W. HEWARD GRAFFTEY, BCL'52, has become Minister of State for Social Programs in the Federal cabinet, Ottawa, Ont.

HAROLD R. KLINCK, MSc'52, PhD'55, a Macdonald College professor of plant sciences, has been made a Fellow of the Agricultural Institute of Canada.

E. LEO KOLBER, BA'49, BCL'52, has been appointed vice-president of Cadillac Fairview Corp. Ltd.

PAUL D. MATTHEWS, BCom'52, has been made assistant treasurer of the Steel Co. of Canada Ltd.

GEOFFREY McKENZIE, BCom'52, has been elected president of the Institute of Management Consultants of Ontario.

ELINOR (KYTE) SENIOR, BA'52, PhD'76, has been commissioned by the Cornwall, Ont., city council to write a history of the community.

■ 53

PAUL J. BOURASSA, BEng'53, has received a Proficiency Medal and the Donald J. McParland Memorial Medal from the Canadian Institute of Mining and Metallurgy.

ROBERT D. CHAMBERS, BA'53, has been appointed vice-president of Trent University, Peterborough, Ont.

JOHN S. KIRKALDY, PhD'53, has been named chairman of the engineering physics department at McMaster University, Hamilton, Ont.

■ 54

RONALD DOYLE, BEng'54, has been made president of Sault College, Sault Ste. Marie, Ont.

JAMES FINDLAY, MEng'54, has been re-elected president of the Ontario Mining Association.

K.D.A. MORRISON, BA'54, has been appointed vice-president, general counsel and secretary, of the B.C. Telephone Co. in Vancouver.

■ 56

JOHN M. BAXTER, BSc'56, has been made district manager of Saskoil, Calgary, Alta.

PERRY BLACK, BSc'51, MD'56, has been named professor and chairman of the neurosurgery department at the Hahnemann Medical College and Hospital, Philadelphia, Pa.

EDWARD L. BOBINSKI, BA'56, has been appointed Canadian Ambassador to the Philippines.

J.H. STEWART DYSON, BEng'56, has been made president of M&T Chemicals Ltd., Hamilton, Ont.

HAROLD SHAPIRO, BCom'56, has been

named president of the University of Michigan, Ann Arbor.
ROBERT C. SMITH, MSc'56, PhD'60, an associate professor of physics at the University of Ottawa, has been named University Staff Teacher.

■ 57
CLAUDE TALBOT CHARLAND, BCL'57, has been appointed Canadian Ambassador to Mexico and Guatemala.

DAVID RUBINSTEIN, BSc'47, MSc'51, PhD'53, MD'57, has been named head of biochemistry at Dalhousie University, Halifax, N.S.

STUART E. SMITH, BEng'57, is an environmental engineer at the South Carolina Department of Health and Environmental Control, Columbia.

LIONEL TIGER, BA'57, MA'60, an anthropology professor at Rutgers University, New Brunswick, N.J., recently hosted "Being Human," a CTV documentary series that was awarded the gold medal at the International Film and Television Festival, New York City.

■ 58
JOAN GILCHRIST, BN'58, MSc(A)'64, director of McGill's School of Nursing, has been named Flora Madeline Shaw Professor of Nursing.

ANN (FISHER) GOLDEN, LMus'58, BMus'68, has become a voice teacher at the Mount Royal Conservatory of Music, Calgary, Alta.

GILLES H. LEDUC, BEng'58, has been elected vice-president, needle division, of Torrington Inc., Bedford, Que.

■ 59
RAOUL C. BUSER, BEng'59, has been appointed vice-president of corporate development at Reed Paper Ltd., Toronto, Ont.

■ 60
B. ELDON HORSMAN, BEng'60, has become vice-president, operations, of VIA Rail Canada Inc.

ALAN R. LANGILLE, BSc(Agr)'60, has been made a full professor in the department of soil sciences at the University of Maine. PAUL C. McDONALD, BSc'60, has been appointed marketing manager, Kraft Paper and Boxboard, for Consolidated-Bathurst Paper Sales Ltd.

■ 61
JULES CARBOTTE, MSc'61, PhD'64, a physics professor at McMaster University, Hamilton, Ont., has been awarded the 1979 Medal of the Canadian Association of Physics.

■ 62
H. GARTH COFFIN, BSc(Agr)'62, is now associate professor and chairman of the agricultural economics department at Macdonald College.

RUDOLPH V. JAVOSKY, BArch'62, has been made a partner of Bregman and Hamann, Architects and Engineers.

GORDON SMITH, BA'62, has been named a Deputy Undersecretary of State for External Affairs, Ottawa, Ont.

■ 63
ROBERT COHEN, BSc'63, has been made director of communications for the Ontario Ministry of Culture and Recreation, Toronto. JOHN C. THODE, BSc'63, has been appointed market development manager, molding, for the plastics division of Du Pont Canada.

■ 64
JEAN M. BELANGER, MSc'64, is president and chief administrator of the Canadian Chemical Producers Association, Ottawa, Ont.

MERLYN J. ROYEA, BEng'64, MEng'67, has been made manager of the Sullivan Mine in British Columbia.

■ 65
DAVID H. LEES, BSc(Agr)'65, MSc'67, has been named vice-president, technical, of Griffith Laboratories.

PETER F. McNALLY, BLS'65, MLS'66, MA'77, an assistant professor at McGill's Graduate School of Library Science, is spending his sabbatical year as a research fellow at the Centre for Research in Librarianship at the University of Toronto, Ontario.

MARGOT J. (DONNELLY) WALKER, BA'65, MLS'69, has been elected president of the Canadian Society of Training and Development.

The way we were...



In February 1897, McGill Classics Professor Dr. A.J. Eaton and his students mounted two performances of the Plautus comedy, *Rudens*—in Latin. Women's roles were played by men and music was specially

composed for the chorus. As the *Star* reported just prior to opening night, "The lyrics of the monologues will be given in recitative to a rich accompaniment, and the effect we believe will be found not unpleasing."

COURTESY OF THE MCGILL ARCHIVES

(Advertisement)

Could improve your net worth by \$161,450.00

The Goal: Total Control of Your Personal Financial Destiny

By EUGENE M. SCHWARTZ, Staff Writer for FINANCIAL EDUCATION SERVICES

TORONTO — "I've made good money for more than ten years now," the thirty-five year old executive mourned. "But I don't have one red cent in real net worth to show for it. If I keep on this way, I'm going to have to spend my entire life working day and night, and still end up broke."

He is not alone. All across Canada, millions of executives, both men and women, face the same dismal future. Their plight is simple: They have learned how to make money, but they have not learned how to keep it.

"Why don't colleges teach money-management?" another young executive asks. "What good is it to fight for a bonus or raise, and then see it turn into ashes when you follow a 'hot tip' in the stock market, or take a wild plunge in real estate."

"Inflation is eating me up alive," says a third. "When I make more money, I pay more taxes, and I pay more for everything I buy. By the time I turn around, I'm actually living no better, and my nest egg for the future seems to be shrinking, and not growing. There's simply no way out. No way people like us can win."

All Tragic Misconceptions

But there is a way — now, for perhaps the first time — that you can win. Can learn how to make intelligent high-return, low-risk investments using somebody else's money, but where you reap the profits. Can, in essence, learn for yourself how to build your personal fortune the safe, sure way — and do it in your own time, at your own pace, in the comfort of your own home.

This way is based upon two simple but startling facts about money.

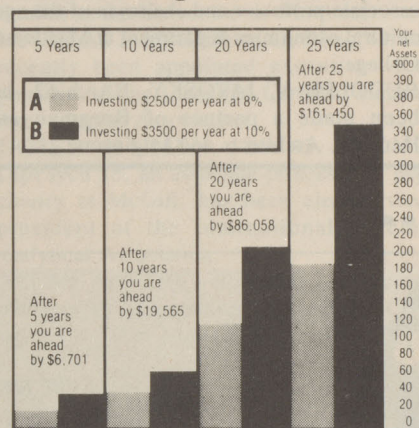
First, during your working career, you'll earn between \$500,000 and \$1,000,000 in cash. This is an immense sum, and if prudently invested, can not only build your own personal nest egg, but protect it from the ravages of taxation and inflation.

How safe, how secure is this protection? Just look at this second fact: If you were to invest just \$88 a month at a return of 15 per cent, starting at age thirty, you would have over a million dollars in assets by the time you retire. This may sound incredible, but it is perfectly true.

And, if you're over thirty, you can still accumulate more money than you ever

thought possible by either: 1) increasing your investment; or 2) getting a higher rate of return. And you can accomplish both of these goals once you are given the know-how. Let us prove this to you right now:

The Cumulative Effect of Getting \$1,000 More to Invest Each Year and Increasing Your Return by 2%



An Extra \$161,450

Let's assume you are now investing \$2,500 per year and averaging an 8 per cent after-tax return. This way, in twenty-five years, your assets will total \$182,764.

Now, however, when the Successful Investing & Money course (described to you below) teaches you how to find just an additional \$1,000 per year to invest, and then goes on to show you how to increase your return to 10 per cent per year, you will then have accumulated assets of \$344,214 over the same period.

In other words your net worth will be \$161,450 higher because you enrolled in the course, and on top of that, the income generated from your investments will be \$34,400. That's an additional \$19,800 each and every year. That's a remarkable return on your modest investment in time and tuition fees. As the chart illustrates you could be thousands of dollars ahead in a few short years.

A Safe Nest Egg; A Sure Nest Egg

What is the Successful Investing & Money Management course? A 29 lesson

learn-at-home curriculum, that will give you an unparalleled education in not only how to survive — but actually prosper and build assets — even in these times of spiraling inflation.

Learn from Those Who Did it

It took 12 outstandingly successful men five full years to develop this course . . . a course that is not offered anywhere else — not at McGill, University of Toronto, or University of British Columbia — not even at Harvard or Yale. They include: Dr. Morton Shulman, millionaire investor and author of the best seller "Anyone Can Make A Million". Charles E. Neapole, former Vice-President of the Royal Bank of Canada, and past President of the Montreal and Canadian Stock Exchanges. Donald C. Webster, President of Helix Investments and Chairman of the Board of Huxley Institute of New York. Richard A. N. Bonnycastle, Chairman and President of Cavendish Investing.

A Small Sample of the Surprises You Learn

Lesson 1, page 14 gets right down to the business of making you money, demonstrating how, using leverage, you can get a 30% return on a guaranteed investment.

How to get the most out of an RRSP. If you are 40 years old, in a 45% tax bracket, you can have \$400,000 by the time you retire, for less than \$225 per month.

A system of zeroing in on the right kind of investments for you (Lesson 1, page 20), so that you can identify the ones that fit your wallet with the kinds of risks you are prepared to take.

The various, little-known sources to which you can turn for investment funds (many, many more than just your friends or your local bank).

In Lesson 5, David Louis, a lawyer, a Chartered Accountant and one of Canada's foremost tax experts will teach you how to compare investments on an after-tax basis. This can be critical to your investment success in terms of real dollars in your pocket. For instance, on page 15, he'll show you how, for most Canadians, dividends can yield more after-tax dollars than interest on capital gains.

You are going to earn half a million to a million dollars in your lifetime... How much of it are you going to keep? How much of it are you going to needlessly let slip through your fingers?



You'll learn the fine art of minimizing your market risks. Eye-opening page after page.

An Hour and a Half a Week is All It Takes

Where to find the safest stocks that also tend to have the highest yields.

How to anticipate market trends by buying and selling at the right time and in the right way.

Professional investment techniques. Including risk-reward potential. The quick way to check whether you're buying a stock that's "expensive" or "cheap".

A quick way to gauge how a fund is performing in today's market environment.

Debt securities. Bonds, etc. — but the kind that can sometimes provide an annual yield comparable to the return on stock investments in mature companies.

Your most important buying opportunity for bonds. How to read about it before the unsophisticated investor knows about it.

How to buy bonds for as little as 10 per cent of your own money, and 90 per cent of the broker's. (Talk about leverage!)

When stock warrants are actually better buys for the prudent investor, than the stocks themselves. (Another surprise-opportunity.)

In Lesson 15, Dr. Morton Shulman, will show you the only two guaranteed ways to make money from options.

Limit Risks in Commodities

How you can use commodities to reduce your income tax — without taking any risks.

Dr. Shulman will also teach you the one key to success in commodity trading (Lesson 16, page 7). The risks are high, but it's the only place left where \$5,000 invested has actually grown to \$6,000,000 (see case history on same page).

Inflation-fighting through coin and currency investments, where huge profits can be made.

Why, if you find the right real estate opportunity, you must not be afraid to borrow heavily (up to 90 per cent or more of the purchase price), and thus use other people's money to make 90 per cent or more of your own profits.

How to get your original investment back, when you've hit it big in real estate, without losing either your yearly income, or chance for further gain.

How to Increase Return Without Increasing Risk

Turn to Lesson 22, page 18. There you'll find an investment area that conventional sources at this moment avoid. And where you can step in and pull out yields in the 12 per cent range, or more, at less risk than you'd have to incur in high-quality bonds.

The Last Opportunity to Make Tax-Free Investments?

Your pension plan as an all-important investment. All the real options you have open here, and how to select the best one for you.

How to judge how your present pension fund is being managed, at this very moment.

How to Protect Yourself From the Ravages of Inflation

In Lesson 26, Vincent Egan, the well-known and highly respected Business and Consumer Affairs Analyst, will teach you all kinds of techniques you can use to help you actually capitalize on inflation, instead of being one of its victims.

Starting on page 21, he will show you how to construct an investment portfolio that will preserve your capital, provide a steady income and provide good growth potential.

The Only Program of its Kind

This is the only course of its kind that is especially designed to teach you everything you need to know to build a substantial personal nest egg safely and surely — and how to protect your income and assets from rampaging inflation and an ever-increasing tax load. It's the kind of skill and know-how you really can't do without if you are to survive and prosper financially in the world of the '80's.

When you enroll, you'll receive the first two lessons immediately, and then two new lessons will be sent to you approximately every three weeks until the course is completed. Since each lesson takes three to four hours to complete, you have plenty of time to schedule your study before your next lesson arrives.

Each lesson includes assignments of the type you will actually encounter as you start to accumulate money, and solutions to the problems are included so you can evaluate your progress.

Personal Help When You Need It

When you enroll, you will be assigned a personal counselor who will give you special help with the course whenever it is requested. You are encouraged to seek help with any aspect of your studies the entire time you are on the course. If you encounter any problems understanding or applying the material you are studying, simply write, and your counselor will get right back to you with personal help.

Your Tuition is Tax Deductible

Successful Investing and Money Management is certified under the Federal Income Tax Act as an authorized course. Tuition fees can be deducted from your income.

Valuable Bonus for Prompt Enrollment

Enroll within thirty days and get a free 4-month subscription to The MoneyLetter (regular \$95. per year). This remarkable publication will bring you special insider information that could be worth thousands of dollars to you. We'll continue your 4-month subscription even if you decide not to continue with the course.

You Risk Nothing

We are so convinced you will be pleased with the Successful Investing & Money Management course that if, within 15 days after receiving your first two lessons you do not agree that the program will pay for itself countless times over, just send back your first two lessons and we will return your registration fee immediately and without question. Right through the program you have the right to drop out and pay for materials only after you have had the opportunity to assess their worth for a full 15 days.

The Choice is Yours

You can do nothing and keep missing out on money-making opportunities... simply because you haven't allowed yourself to gain the know-how you need to exploit every financial situation to your advantage.

Or — you can enroll today, and learn how to build your personal nest egg the safe, sure way.

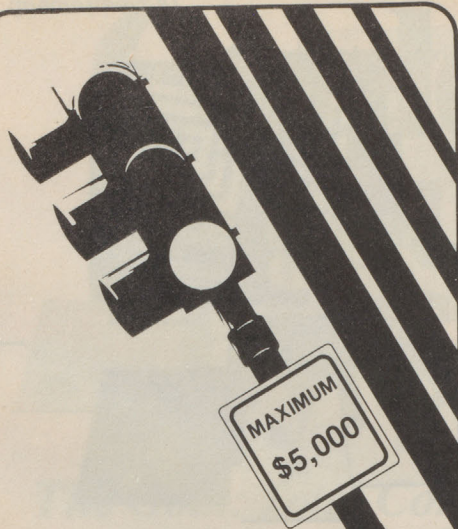
Here's How to Get Started

Write the words "Financial Independence" and your name and address on a piece of paper, and send it together with your \$5 registration fee to:
FINANCIAL EDUCATION SERVICES
716 Gordon Baker Road, Dept. 787,
Willowdale, Ontario, M2H 3M8.

You will then be sent your first two lessons by return mail. Examine them for fifteen days. If you are dissatisfied, simply return them for a full refund of your \$5.

Otherwise, you will be sent the balance of your 29 lessons, at the rate of two approximately every three weeks. You will be billed monthly for only \$8 for each lesson received. You may cancel your enrollment at any time you choose, with absolutely no penalty.

Incidentally, if you prefer to use your Master Charge or VISA bank card, simply write in the name of the card, and your account number and expiration date. Same money back guarantee, of course.



McGill University Entrance Scholarships

For students entering any undergraduate degree program, including Dentistry, Law and Medicine

For candidates demonstrating superior academic achievement and leadership qualities

Greville Smith Scholarships \$5,000 each

Five awards per year, renewable for up to three additional years

James McGill Scholarships
J.W. McConnell Scholarships
R.E. Powell Scholarships
J.F. Jewell Scholarships
\$2,500 each

Approximately 20 awards each year, renewable for up to three additional years

Other entrance scholarships based on high academic achievement and/or financial need: \$500 to \$2,500 per year.

Scholarship applications with supporting documents must be received no later than March 1.

■ 66

ROBERT RENE de COTRET, MBA'66, has become Federal Trade and Commerce Minister, Ottawa, Ont.

W. ROBERT HUSSEY, STM'66, has been inducted as minister of St. Andrew's United Church, Westmount, Que.

DONALD TAYLOR, DDS'66, has opened a practice in orthodontics in Montreal.

■ 67

LEONARD M. BORER, BCom'67, has been admitted to the partnership of Arthur Andersen and Co.

KEITH DAWSON, PhD'67, is the new head of medicine at the Shaughnessy Hospital in Vancouver, B.C.

ELIZABETH (VALSAM) HUNTER, BA'67, has become an assistant treasurer in the international division, commercial banking group, of the State Street Bank and Trust Co., Boston, Mass.

IAN SMILLIE, BA'67, has been appointed executive director of Canadian University Service Overseas (CUSO), Ottawa, Ont.

■ 68

JOHN D. MAROTTA, BSc'64, DDS'68, who practises family dentistry in Welland, Ont., has been awarded a Fellowship in the Academy of General Dentistry.

PAUL POTTER, BSc'66, MD'68, has been appointed acting chairman of the history of medicine and science department in the University of Western Ontario's Faculty of Medicine, London.

■ 69

ROBERT ERIC BURRIDGE, PhD'69, has become dean of Engineering at the University of New Brunswick, Fredericton.

ANTHONY KALHOK, DipMan'68, MBA'69, has been named executive vice-president of Imasco Associated Products Ltd., Toronto, Ont.

GORDON ROY KELLY, BSc'69, has completed his doctoral degree in veterinary medicine at the University of Saskatchewan, Saskatoon.

■ 70

GUY SPRUNG, BA'70, is director of *Paper Wheat*, a musical about pioneer prairie life that is presently touring Canada.

■ 71

IRWIN A. MICHAEL, BCom'71, who recently received his CFA degree from the Institute of Chartered Financial Analysts, University of Virginia, Charlottesville, has been appointed vice-president of Beutel Goodman and Co. Ltd., Toronto, Ont.

REV. WILLIAM P. MORRISON, MA'71, teaches English and religious studies at East Kootenay Community College, Cranbrook, B.C.

RICHARD B. SIOK, BSc'69, MBA'71, has been appointed manager, industry affairs, for CP Telecommunications.

WILLA MARY (BEDDOE) VORONEY, BSc'71, has completed her bachelor of laws degree at the University of Saskatchewan.

■ 72

JACK I. COHEN, BCom'72, has been named a principal in the management consulting firm of Richter and Associates, Toronto. WAYNE FULKS, BA'72, has been appointed cultural program officer in the New Brunswick Department of Youth, Recreation, and Cultural Resources, Fredericton.

DONALD F. GERSON, PhD'72, has become a member of the Basel Institute for Immunology, Switzerland.

WENDY (McKNIGHT) NICKLIN, BN'72, MSc(A)'78, is a clinical specialist in the emergency department of Ottawa Civic Hospital, Ontario.

■ 74

DEBORAH BARBER, BA'74, DipEd'75, DipReading'79, is teaching for a year at the Reigate Priory, Surrey, England, as part of an exchange program.

LENIUS GEORGE BENDIKAS, BSc'70, MD'74, who recently received his Canadian and American Specialty Boards in ophthalmology, is practising in Chicago, Ill.

DONNA LYNN TOLMATCH, BA'74, BSc(Arch)'77, BArch'78, has received the Royal Architecture Institute of Canada medal for her study of air rights over Montreal's Ville Marie Expressway.

■ 75

SUSAN JOAN CAMPBELL, MA'75, has received her bachelor of laws degree from the University of Saskatchewan, Saskatoon.

STEPHAN J. LOGAN, BSc'75, MSc'78, has joined the scientific division of Allan Crawford Associates, Toronto, Ont., as a sales representative.

■ 76

JERRY F. O'BRIEN, BA'76, who recently received his LLB from the University of Western Ontario, London, is articling with the Toronto law firm of Cassels, Mitchell, Somers, Dutton, and Winkler.

JUDITH C. THIVEL, BN'76, teaches in the staff development department at the Toronto General Hospital, Ontario.

■ 77

MICHELE TUREK, BSc'72, MD'77, who recently worked at the Pan-American Games in San Juan, Puerto Rico, has been named a member of the Canadian Academy of Sports Medicine.

■ 78

ROSEMARY J. KITCHING, BEng'78, is an engineer in the reduction development department of Alcan Smelters and Chemicals Ltd., Kitimat, B.C.

HOPE ANNE LEE, BMus'78, has been awarded first prize in the young composers' competition of the Performing Rights Organization of Canada.

CATHERINE MacLEAN, BA'78, who recently received the first Jonathan G. MacKinnon Scholarship for Gaelic Studies at the College of Cape Breton, Nova Scotia, is studying for her master's in Celtic Studies at the University of Edinburgh, Scotland.

Scholarships Office, McGill University
845 Sherbrooke St. West, Montreal, P.Q. H3A 2T5

Please send me information on the Greville Smith Scholarships and other entrance scholarships to McGill University.

Name _____

Address _____

City _____

Prov. _____ Code _____

MN

SOCIETY ACTIVITIES

Reunion '79 by Gary Richards

They came from as far as Australia, the Netherlands, Portugal, and the United Kingdom, and as near as Sherbrooke Street West. But all had one thing in common—McGill. From September 27 to 30, over three thousand graduates converged on the campus to enjoy the camaraderie of class parties and receptions, seminars and campus tours, special luncheons and anniversary dinners, a football game, and the planting of a ginkgo tree.

Reunion Weekend ambiance reached a

fever pitch at the Martlet House Rendez-Vous following Saturday's game. Returning graduates packed the headquarters of the Graduates' Society to rekindle old friendships, watch McGill films, look up classmates' addresses, and munch on assorted goodies. Especially popular were the disco-dancing lessons. Joining the "movers" on the dance floor were Principal David Johnston and his five young daughters, all under the watchful eye of Allan Turner-Bone of the Class of 1916. The weekend drew to a happy, though



weary, close on Sunday as seventy-five revelers toured Old Montreal and shared a parting lunch that lasted three hours.

Stephen Leacock, in his message to the Class of 1944, takes a lighthearted yet appropriate look at what it means to be a graduate: "You carry away a parchment—keep it. In the time being its utility is small although even now you can use a McGill degree as constructive evidence of mental sanity...."

"But as the years go by your McGill parchment will take on a deeper meaning and will seem to breathe forth from the wall on which it hangs a magic wealth of memories, of wistful regrets and abiding and justifiable pride. It will serve to remind you that you have not really left college: no true graduate ever does....In going out from McGill your fellowship in all that it means remains unbroken."

Above: "I just love parties," exclaimed nine-year-old Alexandra Johnston as she mingled with members of the Class of 1954 at the Principal's Reception.

Left: Rev. Bruce Copland, BA'22, MA'32, of Montreal, and Alice (Roy) Amaron, BA'23, DipPE'24, of Renfrew, Ont., had more than fifty years of catching up to do at the Chancellor's Dinner.

Below: Bill Baker, MD'24, right, journeyed all the way from Victoria, B.C., to see lifelong friends—like Cecil Teakle, BA'24, of Montreal.



OLIVE PALMER

FOCUS

Robert Dorion

HAROLD ROSENBERG

I look upon each case as a challenge, as a puzzle to be solved," says Montrealer Robert Dorion, DDS '72, one of only thirty-six forensic dentists on the continent. For many people, forensic dentistry—or odontology—is synonymous with cadavers and skull remains. Dorion, however, defines it more generally as "a science that utilizes dental or parodontal knowledge for the solution of certain legal problems."

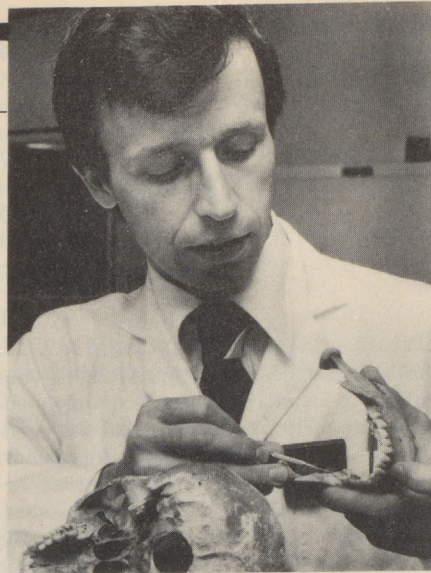
Teeth are more reliable than fingerprints when it comes to identification, says the thirty-four-year-old dentist; in cases of advanced decomposition, they often represent the *only* clue. "Each tooth has five surfaces—cheek, tongue, top, front, and back," says Dorion. "Multiply all of these factors by thirty-two teeth and then add the possibility of different filling materials on any one or a combination of these surfaces and you have one possibility in two billion of finding two identical individuals."

Dorion came by his interest in dentistry honestly—his father Eugene, DDS '41, is also a McGill-trained dentist. His decision to specialize, though, came about "by a fluke." A lecture he attended as a second-year student triggered his imagination, and after graduation he spent some time studying and working at the Armed Forces Institute of Pathology in Washington, D.C. (Post-doctoral degrees in forensic dentistry are not yet offered in North America. Experience is the best teacher, maintains Dorion. "You learn from your mistakes; then you teach others how to avoid them.") In 1976, he became the first Canadian to be certified by the American Board of Forensic Odontology.

Dorion's first case in Montreal involved an eight-month-old child who had been severely bitten. From teeth marks on the baby's body, Dorion was able to identify one of the parents as the assailant. Most of his forensic cases involve assisting the police with the identification of corpses and consulting in cases of assault or rape where teeth prints are discernible.

"To me, the most stressful situation is when it comes time to go to court," says the dentist. "You are dealing with people not knowledgeable in this particular area—the judge, the members of the jury, the lawyers. As an expert witness, you have to anticipate questions from the opposition and educate your own lawyer on what questions to ask the other expert witness. Yet, you must remain at a level that the judge and jury can understand. It requires lots of concentration."

Forensic dentistry is gradually gaining official recognition. Quebec's Ministry of Jus-



justice, which appointed Dorion as a consultant in 1973, was the first in North America to institute an official computer program to aid in the identification of disaster victims. And in 1975, for the first time in Canadian jurisprudence, the science of rugoscopy was accepted in a court of law—Dorion's prints of the roof of a suspect's mouth led to a conviction.

In addition to offering assistance to the police and the courts, Dorion lectures on forensic dentistry at all three dental Faculties in the province—at McGill, the Université de Montréal, and Laval. He is also a consultant at the Laboratoire de Médecine-Légale in Montreal, where the emphasis is on forensic pathology. In addition, Dorion teaches regularly at the Canadian Police College in Ottawa, serves as president of the Canadian Society of Forensic Science, and fits in his own dental surgery practice three days a week.

"One reason I can handle the pace," explains Dorion, "is that I have tremendous variety in my work—teaching, writing, practicing, and applying my knowledge in forensic odontology. I average fifty special cases a year and every one, no matter how mundane, is a challenge. They can be difficult, but never boring."

One particular investigation sparked Dorion's interest in the preventive aspect of forensic dentistry. A seemingly healthy man in his mid-twenties had been found dead a few hours after dental surgery. Dorion discovered that he had died of asphyxiation after a cotton roll, used to stop bleeding at the extraction site, lodged in his lungs. In this case a routine procedure, when used along with freezing and sedation, had proved fatal. As a result of Dorion's findings, dentists have been warned about the potentially dangerous combination.

Dorion, however, derives his greatest professional satisfaction from teaching, where he stresses structure and order, discipline and thought. "I want students to be able to stand on their own two feet and know and understand *why* they are doing certain things," he asserts. "When a student comes to me after graduation and tells me he now understands the need for discipline, that is where I get positive feedback." *Althea Kaye* ■

LEYLA RAPHAËL, PhD'78, is a professor in the Faculté des lettres et des sciences humaines at the University of Beirut, Lebanon.

RICHARD WALLS, PhD'78, has become a senior exploration geologist for Canadian Hunter Exploration Ltd.

■ 79

RAYMOND BEDARD, DDS'79, has opened a dentistry practice in Dolbeau, Que.

JOHN COLLIS, BCom'79, has received a Rhodes Scholarship to continue his studies at Oxford University, England.

DAVID WILLIAM GARANT, DDS'79, is practising dentistry in Whitby, Ont.

ELIZABETH MELLISH, BSc(Agr)'79, is on staff at Agriculture Canada's Research Station at Charlottetown, P.E.I.

BRUCE OLIVER, BSc'75, DDS'79, has moved to Dolbeau, a small community in northern Quebec, to practise dentistry in partnership with classmate Dr. Raymond Bedard.

K. SCOTT ROBERTSON, BEng'79, is employed by Canadian Steel Wheel, Montreal.

BRIAN ROONEY, BSc'79, has joined DuPont Canada Inc. as a chemist.

ALLAN RYAN, BA'79, has been awarded a master's fellowship and a teaching assistantship by the University of Toronto, Ontario, where he will continue his studies in philosophy.

DEATHS

■ 07

GERTRUDE (MACAULAY) SUTTON, BA'07, at Montreal, Que., on Sept. 18, 1979.

■ 09

ARTHUR FRANK M. BRIGGS, BSc'09, at Welland, Ont., on June 10, 1979.

HUMPHREY S. GROVE, BSc'09, in September 1978.

■ 10

BEATRICE RUTH (MOUNT) POWLES, BA'10, at Brantford, Ont., on July 28, 1979.

JOHN NEWTON TIMBERLAKE, BSc'10, at Lindsay, Ont., on July 28, 1979.

■ 11

JAMES WINFRED BRIDGES, BA'11, at Montreal, Que., on Sept. 3, 1979.

■ 12

HAROLD A. CALKINS, BSc'12, on Sept. 12, 1979.

MALCOLM BRANCROFT DAVIS, BSA'12, on June 8, 1979.

LILLIAN MAY (CAMPBELL) O'NEILL, BA'12, on Aug. 30, 1979.

■ 13

ALICE MORGAN KEENLEYSIDE, BA'13, at Vancouver, B.C., on Aug. 8, 1979.

■ 15

FREDA M. WATT, DipPE'15, at Montreal, Que., on June 28, 1979.

■ 17

EVELYN (HOLLAND) BAKER, DipPE'17, at Brampton, Ont., on June 17, 1979.
MAX BERNFIELD, BA'14, BCL'17, at Montreal, Que., on June 7, 1979.

■ 18

ROBERT R. STRUTHERS, MD'18, at Toronto, Ont., on May 31, 1979.
GEORGE G. ULMER, BSc'18, on March 10, 1978.

■ 19

DAVID GIBB PROUDFOOT, BA'19, BSc'20, at Montpelier, Vt., on June 1, 1979.

■ 20

JESSIE FRANCES (PARKINS) DONNELLY, CertSW'20, at Montreal, Que., on July 26, 1979.

■ 21

FELIX BERNSTEIN, BA'19, MD'21, on Aug. 18, 1979.
REV. LEMUEL OSCAR BUNT, BA'21, at Beamsville, Ont., on Dec. 14, 1978.
HOWARD L. DAWSON, BA'18, MD'21, at Montreal, Que., on Aug. 28, 1979.
ALICE R. HOROBIN, DipPE'21, on July 13, 1979.
BARUCH SILVERMAN, MD'21, on Sept. 6, 1979.

■ 23

J. WILFRED FAGAN, BSc'23, at Montreal, Que., on June 10, 1979.
FRANCES H. (PERRY) WEBB, BA'23, on July 16, 1979.

■ 24

RUTH MAY FERGUSON, BA'24, on Sept. 13, 1979.
T. HAROLD GAETZ, MD'24, on Nov. 26, 1977.
JAMES C. SIMPSON, BSc'24, at Ste. Anne de Bellevue, Que., on Sept. 7, 1979.

■ 26

MARION PATTERSON BOA, DipNurs'26, at Montreal, Que., on July 21, 1979.

■ 28

C. EMERSON BROOKS, MD'28, at Montreal, Que., on June 6, 1979.
ALEXANDER WRAY JONES, Arts'28, at Vancouver, B.C., on July 27, 1979.
MARGARET E. ORR, DipNurs'28, at Oakville, Ont., on June 29, 1979.

■ 29

RUTH M. BECHTEL, BA'29, MA'30, on March 23, 1978.
ERIC C. JACQUES, BCom'29, on July 14, 1979.
LEO E. MARION, PhD'29, at Ottawa, Ont., on July 14, 1979.
EUGENIE (CLEMENT) RONDEAU, BA'29, on Sept. 19, 1979.

■ 30

VIOLET BEATRICE ARMSTRONG, BA'30, at Montreal, Que., on June 22, 1979.

RAE (ROUTTENBERG) MACKIE, BA'30, on July 17, 1979.

■ 31

ABRAM BLAU, BSc'27, MSc'29, MD'31, at New York City, N.Y., on May 14, 1979.
D'ARCY MANNING DOHERTY, BCom'31, at Toronto, Ont., on Sept. 14, 1979.
HARRY RAYMOND IRONSTONE, DDS'31, at Ottawa, Ont., on July 21, 1979.

■ 32

HAROLD SHAFFER, BCom'32, at Ottawa, Ont., on June 5, 1979.
ALFRED R. TUCKER, BCom'32, at Winnipeg, Man., on May 2, 1979.

■ 33

PERCIVAL A. HUDSON, BSc'33, on June 13, 1979.
MARJORIE (GOWANS) SCOTT, BA'33, at Sherbrooke, Que., on May 25, 1979.

■ 35

JAMES C. LEAHEY, BEng'35, at Beaconsfield, Que., on June 27, 1979.

■ 36

SEYMOUR S. FELS, BA'36, at Philadelphia, Pa., on Aug. 14, 1979.

■ 37

CHARLES F. H. ALLEN, DSc'37, at Cleveland, Ohio, on Aug. 31, 1979.

■ 38

HARRIET (GRANGER) LEGER, BSc(HEC)'38, on June 7, 1979.

■ 41

WILLIAM W. DODDS, BA'41, on June 26, 1979.

■ 43

S. BERNARD RAPHAEL, BSc'43, BSW'47, at Richmond, Va., on June 30, 1979.

■ 44

GWENDOLYN C. HAZLETT, BA'44, BLS'45, MLS'65, at Montreal, Que., on Aug. 23, 1979.

■ 46

WILLIAM J. BAXTER, BA'46, BD'50, on June 29, 1978.

■ 47

MARY BEATRICE (WINSBY) NEWELL, DipNurs'47, at Bowmanville, Ont., on June 28, 1979.
HELMUT A. RICHTER, BA'45, MD'47, on Aug. 17, 1979.

■ 49

ISHBEL J. GRAY, BN'49, in British Columbia, on May 10, 1979.
GEORGE H. PARRETT, BA'49, at Ottawa, Ont., on Oct. 12, 1977.
GERALD D. SEABOYER, BCom'49, at Dartmouth, N.S., on June 17, 1979.

CLAUDE WAGNER, BCL'49, at Montreal, Que., in July 1979.

■ 51

ANDRE N. DELAND, BSc'51, MSc'52, at St. Jean, Que., on July 7, 1979.
WENDY (DAWSON) GRACE, DipPT'51, at Brockville, Ont., on Aug. 28, 1979.

■ 52

IAN LOUIS COUGHLAN, BSc'52, at Montreal, Que., on May 26, 1979.

■ 53

HUGH M.E. DURNFORD, BA'53, at Montreal, Que., on July 6, 1979.

■ 54

JUDITH MARGARET (VEITH) BOURKE, BA'54, at Montreal, Que., on Aug. 29, 1979.
EDITH (GILLIS) BOWE, DipNurs'54, at Nassau, Bahamas, on June 22, 1979.

■ 56

CONSTANTINE LAFKAS, BEng'56, at Montreal, Que., on July 19, 1979.

■ 57

FRANK BARNA, BEng'57, on Aug. 1, 1979.

■ 58

NORMAN R. BRETON, BEng'58, on June 12, 1979.
FRANK P. LALONDE, BEng'58, at Montreal, Que., on July 8, 1979.

■ 63

ELSPETH A. (KEMP) DAIGLE, BA'63, at Ottawa, Ont., on July 23, 1979.

■ 65

HELENA KRYK, BN'65, on Jan. 19, 1979.

■ 66

JANET ELIZABETH QUINLAN, BN'66, at Vancouver, B.C., on July 12, 1979.

■ 67

ANDREA MARY STEWART, BA'67, at Montreal, Que., on July 22, 1979.

■ 73

DAVID ALLEN BRUCE HARRIGAN, BSc'73, MSc'75, at Saskatoon, Sask., on July 5, 1979.

■ 74

FREDA (KRELENBAUM) KRELL, BOccTher'74, on July 14, 1979.

■ 75

IULIETTA MCGILLIVRAY, BA'75, at Westmount, Que., on June 12, 1979.
DAVID SCHOUELA, BEng'75, at Lake Louise, Alta., on Aug. 1, 1979.

■ 78

MARC ANDRE LEGERE, BEng'78, at James Bay, Que., on June 8, 1979.
GEORGE KER THOMPSON, BMus'78, on Aug. 25, 1979.

PERSPECTIVE

Jake Turnbull

Editor's Note: John Turnbull was barely twenty when he graduated as a mining engineer and set out by railway to seek his fortune in the boom towns of British Columbia. That was in 1897. Today, at 102 years young, McGill's most-senior citizen is still keenly interested in mining. Last spring, his tales of the early days captured the imagination of young mining students at the University of British Columbia, where he taught for thirty years and is now an emeritus professor.

News editor Carol Stairs recently visited Turnbull at the Vancouver senior citizens' home where he has lived since giving up his apartment a year ago. She, too, found him a spellbinding storyteller:

When I graduated from McGill in 1897, there was an applied science class of about thirty. I think there were four of us in the mining section. I came straight out west from there—it was a good time to get into mining.

I came out on the strength of a job as a timekeeper in an old mine called the Lanark, about 2,000 feet up a mountainside. It was a silver and lead mine located about thirty miles east of Revelstoke.

The Canadian Pacific Railway's main line ran through the mountains, and there was a road or trail running from each station to the mines. Lanark had an aerial tramway with about a mile of rope strung up the side of the mountain like a clothesline. Buckets were used to bring down the ore. They were also the fastest—and most dangerous—way for a man to get up to the mine. I once got hung up in a bucket and spent about four hours suspended 300 feet above the ground!

It was a ten-hour shift when I first started but it became eight hours before long. As timekeeper I had to go around the mine and check the workers. At the end of the month, I'd make out a statement of the amount owing each man and deliver the cheques for the bookkeeper. When the Lanark mine ran out of ore, it shut down and I was on the unemployment list.

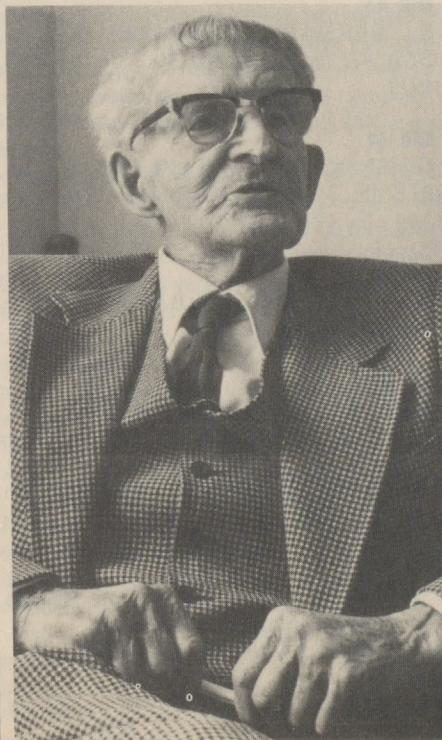
I travelled by stagecoach, train, and ferry and wound up working as an assayer for the famous Dan Mann, who owned the North Star Mine. It was just a patch of ore lying right on the face of a mountain, way up high—a nice patch of solid lead with tunnels into it.

There were about twenty men working at the mine, and we had a big log boarding-house. When the gong rang at 6:30 a.m., we'd all pile into the cookhouse and gobble up breakfast. We ate a lot! But the mine cooks were very uncertain people. They could drop their hat and go anytime.

I put in my first six months in the winter-time, and there was lots of snow. I took records of the measure of the mine itself and had to make monthly reports. I'd take a sample every five feet in each tunnel, cutting across the ore with a hammer and chisel. Every day there would be eight or ten samples. At the end of the month, I'd average the number of samples and from that calculate the amount of ore there was. By the time I was through I'd be able to say, 'This tunnel has 400 feet of ore and the average width is four and a half feet.' I'd look along and say, 'There is 22 per cent lead, 16 per cent silver,' and so on. It was the same for every tunnel. Of course, my job would be to figure out the tonnage of ore in between.

Moving ore at the North Star Mine wasn't as sophisticated as it was at Lanark. Men and horses were used to take the ore down to the Kootenay River, where it was loaded onto barges and shipped to the smelter at Spokane.

When Dan Mann and I had a parting of the ways, I went to Rossland and worked at the War Eagle Mine. We used to play hockey, and the losing team bought drinks for the winners. Scotch was two drinks for two bits—the bartender just handed you the bottle and you poured your own. In those days you could order 'drinks for the house' and not pay more than a dollar! We worked hard and we played hard. It seemed it would last forever.



Then the Rossland miners' union called a strike in July 1901. Muckers' wages were \$2.50 for a ten-hour day; they wanted \$3.00. The strike continued, and the miners and their families left to find work in other mines. I found myself managing a small gold mine in Yreka, California.

In 1902 I became a mining engineer for the CPR at Trail. They took over a number of mines and in 1906 formed a new company. It ended up with a very clumsy name—the Consolidated Mining and Smelting Company of Canada Limited—and we were all very much disgusted with it! My job was to go all over the province checking the different mines and putting values on them. That was what my knowledge was, of course; I knew my minerals. You had to be able to recognize the minerals and judge the percentages by taking samples.

I'd go into a tunnel and the sheets of ore would be more or less arranged in streaks or slabs. I'd take a sample and check out the percentage of lead, for example, over four feet. From that I'd estimate what was there and in the level above. When the men drilled holes in the face of the tunnel, you could look in and see the ore. As long as there was ore in the face, you kept the tunnel going. When you got no more, then the tunnel quit. My job, though, was mostly looking for new mines. When we found a property that was worth working, we brought in a gang of men. My end of the job would then be over.

The big-name mines had the most up-to-date operations around. They used only number-one equipment. We had steam engines, deep shafts, heavy machinery, and that kind of thing. We were always fidgeting around making little improvements in the equipment we had—but I never invented a 'Turnbull Method' or anything like that!

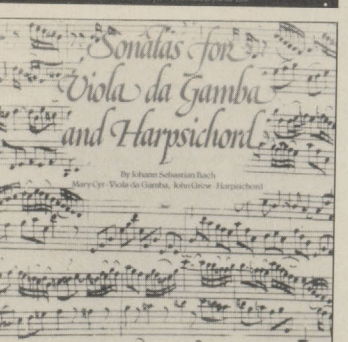
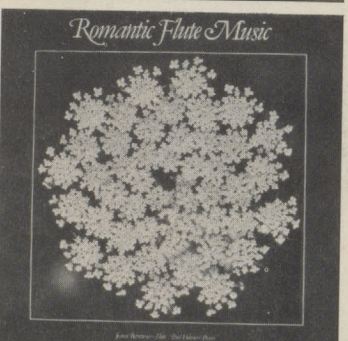
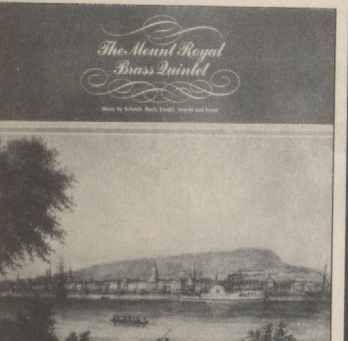
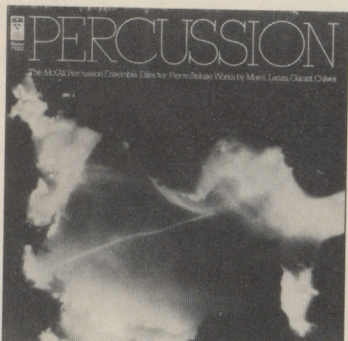
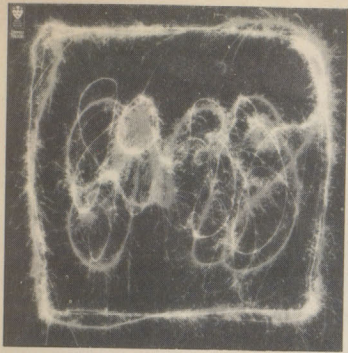
When we heard of a new explosive, we'd immediately get samples and test them. The ordinary mining operation was to drill a hole and put a stick of powder in it, light the fuse, and blast it. You'd arrange the holes so that each two-hole blasting would break the ground in-between.

I worked for the CPR for many years, following it all over Canada, wherever there was a mining operation and you could get ore. Then, when the provincial government started the University of British Columbia in 1915, I was asked to set up the new mining department. The whole staff of the university numbered only twenty-five or thirty.

With no teaching experience, no assistant, poor texts, and little equipment, I had to give courses in mining, mineral dressing, smelting, mine surveying, and assaying. The first full class of graduates was capped in 1923.

After I retired from the university in 1945, I opened a private consulting office in Vancouver. If a mine had a problem, I'd come in and check it over. I'd say, 'Drive the tunnel in here and you'll get the ore over there,' or, 'Arrange the blasting holes this way and you'll get ten tons of ore instead of only eight.' As I always told my students, the highest master's degree in mining is earned in the field!

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