

"SCRIM" TALKS ON HEALTH

AXIOMATICALLY it is not the length of a talk that counts; it is what is in the talk. With this in mind, C. G. Scrimgeour, Controller of the Commercial Broadcasting Service, is making the health talks he is broadcasting from all CBS stations every morning from Monday to Saturday, of only three and a-half minutes' duration, but he is packing them with hints, advice and useful anecdotes. Correct diet is the keynote, and before the series has gone very far the least diet-conscious listener should be realising that well-planned eating has a lot to do with general health.

The talks are simple and make no attempt to present the subject in scientific language. At the same time, Mr. Scrimgeour has made extensive use of the findings of such scientists as Sir John Orr, author of the famous report



Spencer Digby photograph
C. G. SCRIMGEOUR
Hints, Advice, Anecdotes

on standards of nutrition in England, Professor V. H. Mottram, Sir Robert Macarrison, and other well known physiologists, doctors, and dietitians.

Seasonal advice about summer fruits and vegetables which are among the most important protective foods was given by Mr. Scrimgeour in a recent talk, and in another he offered a word of warning to those people who proudly claim that they have a "cast iron" digestion, and can eat anything they please. Napoleon, he remarked, was one famous man who made such a boast in his youth, and yet at the age of 37 he was suffering from a severe gastric trouble from which he never recovered.

Mr. Scrimgeour's talks are on the air at 8.30 in the morning. They have started at 12B, 22B and 32B and will start from 42B on Monday, December 29 and from 22A on January 5. They are now on the air every morning of the week. The work of collating the material for them was done by Kingsley Brady.

**Buy Bonds
as usual this Xmas**

This announcement aims to kill three birds with one stone! First, Bonds wish to offer their many friends the sincere compliments of the season. May you all enjoy every minute of it. Secondly, we must apologise in advance for the difficulty you are likely to have in getting sufficient of those delightful Symetra Stockings. As you know, we are doing our level best to keep you supplied. Thirdly, may we suggest that the money you do not spend on Bonds Hosiery this Christmas, be spent on National Savings Bonds instead? A Savings Certificate makes an excellent gift and one that helps on the day of Victory — and stockings for all!

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**IF NOT BONDS HOSIERY, THEN BUY
NATIONAL SAVINGS
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