SOOTHES JITTERS

People Grow Nervous and Afraid of Unseen Audiences Says Woman Radio Official

By ADELAIDE KERR
(Associated Press Writer)

NEW YORK, May 13 (AP)—Helen Sioussat has probably seen more nervous, frightened big shots than any other woman in America.

One of her tasks, as head of Columbia Broadcasting System's department talks, is to soothe the fluttering nerves of speakers who are about to take the air.

"People grow nervous because they are afraid of that unseen audience," Miss Sioussat explained in her New York office the other day. "Afraid that people won't like them and will tune them out.

"Fred Astaire dreads a broadcast. Anne Shirley used to break ammonia capsules in her palms to steady herself and Joan Crawford used to take off her shoes. But I think the most apprehensive person I have ever seen before a broadcast was Edsel Ford. His knees knocked together. He kept saying to me, "I know I shouldn't do this — that there is nothing to be frightened of -but I can't make my knees understand it.'"

Should Be Help

Being shepherded by Helen Soussat should be no hardship for broadcasters. Miss Sioussat (pronounce it See-oo-sah) makes a happy impression on the eyes and ears. Dark hair and eyes, warm olive skin, wide friendly smile.

Miss Sioussat's job as CBS director of talks is unique. So far as she knows no other woman has a job just like it. Her office considers and passes on all requests for free time for talks on the network. A senator wants time to discuss the income tax. A returned diplomat is going to discuss world conditions. A movie star wants to speak on buying war bonds.

Flocks of organizations, sponsors of national "days" and "weeks" and people with ideas they wish to air, besiege the talks director's office. It is her job to see that only responsible speakers are scheduled, 'to roll out the carpet" for the most important ones when they arrive at the studio and to calm the nerves of any who need steadying.

She spends busy and often hectic days, filled with ringing telephones, telegrams, callers and auditions. She has met the great and the near great, and she says:

"The biggest people are the simplest. They never fuss about lights, mikes or anything else. The little ones are not bad either. But the middle ones are very difficult."

Uncle Sam's Best

"President Roosevelt has the best voice on the air. Madame Chiang has the best woman's voice, and is quite a showman. Mrs. Franklin Roosevelt has super poise. Undersecretary Welles has a phenomenal memory. And Bernard Baruch and Lord Halifax are the most considerate people."

Miss Sioussat came to her job by a long and circuitous route from Baltimore, where she was born. After two years at Goucher College, she persuaded her father to lend her $50 for a business course and from that point embarked on a series of jobs which led her to Kansas City and back. She came into the radio world as assistant to produce Phillips Lord (Seth Parker) eventually became assistant director of talks at CBS and, when the director resigned, inherited his job.

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USING OF PLASTICS

Products of New Material Invade Many Fields From Hospitals to Sport Arenas

MONTREAL, May 13 (AP)—Plastics have invaded the medical field, popping up in a multitude of places among the equipment of hospitals and private practitioners fighting the ailments to which the human body is subject.

Brain plates, cups to reline arthritic hips, nylon sutures that are stronger and less irritating than silk, instruments that pipe cold light around curves, contact optical lenses, artificial eyes and hundreds of other appliances and bits of equipment now spring from plastic sources.

Properties such as toleration by human tissues, exceptional lightness in weight, transparency to X-rays and virtual unbreakability adapt plastics to a wide variety of medical uses from brain plates used in delicate operations down to ordinary medicine-chest tongue depressers.

It has been said that more than 300 skull operations have been performed in which a cranial defect was repaired with a plate of cellulose nitrate plastic. Easily formed to the necessary curvature in hot water, the plastic is said to be perfectly tolerated by the tissues, is not absorbed, and becomes firmly planted in the skull. A similar operation is made in treating certain types of epilepsy.

Replace Jap Goods

Pain in arthritic hips has been relieved and there has been at least a 50 per cent increase in the leg motion—the criteria by which the success of a hip operation is judged—when cups of an acylic plastic have been used. The same plastic has been used for jaw and knuckle joints, as a substitute for metal plates in bone grating, and in plastic surgery.

Millions of feet of nylon monofilamont, formerly used in tennis racquet strings and fishing leaders, now is making its appearance as a replacement for gut and Japanese silk in sutures for the Armed Forces as well as civilian medical use. The plastic sutures are claimed to be superior to silk, to have greater tensile strength so that smaller stands can be used, and to be inert and non-absorbing in the body whereas germs can travel in silk and skin can grow into the twisted threads of a silk suture.

Lucite rods, another plastic development, have been found to possess the quality of transporting "cold" light around curves and thus is able to shed concentrated, shadowless illumination in surgical retractors used for lighting up incisions and the cavities and recesses of the body where heat-producing light would adversely affect the examination.

Helping Vision

Contact lenses, made from a crystal-clear plastic and worn next to the eye-ball to correct defective vision, are becoming increasingly used, and some estimates say that their field of application could be extended to 85 per cent of all persons whose vision must be corrected. Weighing 60 per cent less than optical glass, they are virtually unbreakable and invisible.

More common uses of plastics in the medical field are in the shields protecting doctors treating infectious diseases, windows in plaster casts, stethoscope parts, transfusion tubes, containers for pills and capsules, vaccination shields and nose guards.

When you're busy as most of us are, working to help win the war, it's doubly important to know what ALL-BRAN can do to relieve the *cause* of constipation due to the lack of the right amount of "bulk" in the diet. It's a "better way" than forcing yourself to take purgatives that offer only temporary relief.

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NOTICE

• On and after June 1st this Association has decided not to handle Non-Member business with the exception of Marine Trade and U.S. and Canadian Governments Business.

To take care of our Non-Member business, the Kaien Consumers' Co-operative Association has been formed which you and all other consumers may join.

The Kaien Consumers' Co-operative will commence business in the food lines on June 1st.

Any other lines of merchandise carried by our stores and not carried by the Kaien Store may be had by members of the Kaien Consumers' Co-operative from the Prince Rupert Fishermen's Co-operative Association by requisition.

We strongly recommend that all our Non-Member Patrons take out share capital in the Kaien Consumers' Co-operative Association.

You may make application for membership and purchase your shares from our store or office.

Prince Rupert Fishermen's Co-operative Association

Box 264, Prince Rupert, B.C.