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PERSONALITY

HERE are on this planet of ours 1,500,000,000 persons, at least that was the number prior to this great world war, and it is interesting to stop for a moment and consider how many stand out from the common herd to be admired or maligned. Not many, you'll agree. When we have shaken down this vast population, and assigned them to their several colours, races, and creeds, we are amazed to find how much alike are the members of each division. We are well aware that no two people are exactly alike, but in most instances there are no marks which will brand the individual as head and shoulders above his fellows, or more popular than the common run, or somewhat more peculiar than the usual variety. That thing which distinguishes is called Personality. And it is that extra touch, so hard to describe, which makes a man marked or branded among his fellows. Strange to say it's advertising that does it. Mr. Gladstone wore a certain type of collar. A cartoonist caught the peculiar adornment, slightly exaggerated the appearance, and lo! the great commoner dare not appear without his great distinguishing mark. Mr. Joseph Chamberlain, in a thoughtless moment, plucked an orchid and placed it in his buttonhole. The artist painted the monocled gentleman with this rare flower adornment, and thereafter he was known to the world by a mark of distinction which he would no more have foresworn than he would his meals.

Need we mention Ford's bonnet and plume and greatcoat, at Chatham House; or Finch's blushes when walking the Yarrow corridors in slacks; or Mickleborough's woful countenance these days because his name has not appeared recently in the *Canadian Hospital News*, to prove that every man ought to be glad that some feature of his personality has been garnered by our staff for use in brightening the lives of his comrades. In these days a laugh is above price, and those who bring happiness into our lives are real benefactors. The man who is merely a member of the common herd is never commented upon. It is the man with the striking personality—that intangible something—that marks him out from his fellows, who is featured in the *News*. Remember that.

O. C. J. W.