

CORPORATE CANADA

- 14 probes into the workings of a branch-plant economy.
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 & Rae Murphy.
 Introduction by Mel Watkins.
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 Toronto, 1972.
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Corporate Canada is a collection of articles that have appeared in the "Last Post" since its inception.

They all deal with the topic of the workings of a branch-plant economy and Canada's economic and political crisis. There are a total of 14 articles 13 of which are written by regular contributors to the "Last Post" and the last is written by Pierre Elliot Trudeau when he was one of the editors of Cite Libre in the fifties.

All deal with the economy and/or how it affects the political area. Some are written on what David Lewis, NDP Party leader, calls the corporate welfare bums, others point out how our priorities are misdirected in areas of the economy.

This book, with its collection of articles has at least several that would appeal to any interest. There are a few that were really interesting probes that would appeal to all.

One of these is the first investigation of Eaton's. To just about every Canadian Eaton's is a source of pride. They could tell you how Timothy Eaton started a revolution in Canadian retailing. He established a cash

only basis, and one price only, sales method with satisfaction guaranteed or money returned. He also learned the value of saturation advertising.

Those were the early days. Today Eaton's still holds most of those tenets, but Eaton's has a few more. One of the advantages of saturation advertising is that it influences reporting of news stories.

In the larger newspapers in Toronto it is not mentioned by name. When something newsworthy happens to be reported it is "a downtown department store." Simpson's is accorded the same privilege. In Toronto the main stores of Eaton's and Simpson's are right across from one another.

A murder occurred in Toronto near their stores and he fled there trying to get lost in the crowd. It was reported this way. "through a downtown department store and south across Queen St. into another downtown department store."

That is a ban on mentioning Eaton's in any unfavourable light and comes from the influence of large volume advertising.

Do you ever hear of Eaton's firing anyone? The low wages they pay workers? Its successful attempts to keep unions out of its company. All that too comes under the influence.

Even Ron Hagart who was allowed considerable editorial liberty had a column killed by his superiors on an incident involving the laying off of about 200 employees. The Eaton's censor struck again.

Another of the interesting probes is on the CPR. It points out among other things how the CPR would like to get out of the passenger train business. In doing so it would avoid public hearings.

The case, in point, is the OttawaMontreal run. It cut out three of its five runs and made the others totally inconvenient. This reduced the average run from 150 to 40 passengers. Now it was losing lots of money and it would be able to cut the service down further.

Another way to influence the people travelling is to run a transcontinental train without any sleeping cars or dining car. Ever travelled 3000 miles without those amenities and not get the hint. The CPR does not want you to use their passenger trains. It makes too much money on its other investments to be interested on its raison d'etre for its corporation.

The book also contains its expose of the NHL and how it controls the destiny of so many kids.

Also included in it is how Ford escaped paying over \$80 million taxes.

There is a section on how our energy, computer and electronics industries are being absorbed by the U.S.

The article by Pierre Elliot Trudeau reveals that he understood the economic crisis in the late fifties that we have arrived at today in foreign domination of our economy. If you read this article closely you will wonder if this is the same man who is our Prime Minister.

The book is very well written and easy to read and understand. I think it is being offered free to new subscribers of the "Last Post" and that is a deal that is worth looking into.

The book will give you a good idea of how big business influences our life, society, politics and economy. It should be read for just that reason.

Nat. Theatre Sch.

The deadline for applications to the National Theatre School is February 28th. Candidates who wish to apply for admission to the courses for the 1973-74 school year (acting, design or technical sections) should contact the school's offices in order to obtain application forms.

ADDRESS: 5030 St. Denis St., Montreal 176, Que. Tel. 842-7954.

The audition for the acting course consists of one scene from the classical repertoire and a contemporary scene (the school provides a list of possible classical speeches to aid applicants in their choices.)

At the time of their interview, candidates for the Production Course will receive all the necessary instructions concerning the preparation of their entrance tests, and design candidates are requested to present examples of their previous work in design, painting and drawing.

QUALIFICATIONS

All students must have completed High School at the time of admission. No other formal academic qualifications are required but each applicant's educational background will be taken into consideration. Acting students should be between the ages of 17 and 23 though in specific cases exceptions may be made. There are no age limits for the Production Course.

RESULTS OF ENTRANCE TEST

The results of the auditions and interviews will be made known to the candidates at the beginning of June.

"A New Wind" explores the Baha'i way of life

The film "A New Wind" explores the Baha'i way of life. The history and basic principles of this world wide religion are traced by showing glimpses of the life style of Baha'is the world over.

The locale shifts from various points in the United States to Israel, from there to a village in India and finally to a town in Japan.

The film opens with various Baha'i youth explaining why they accepted the Faith and the problems associated with being a Baha'i in today's society. For example; Baha'is totally oppose war yet they must obey their government. So, in the United States when Baha'is are conscripted they try to join non-combat units such as the medical corps.

In the Baha'i Faith local affairs are handled by Local Spiritual Assemblies (LSA) of 9 people. The emphasis is on living and working together in harmony; there are no opposing political or administrative factions with the strongest emerging in control of affairs. Baha'i world affairs are controlled by the Universal House of Justice in Haifa.

In Israel the film showed various Christian, Moslem and Jewish shrines.

Baha'is recognize all other manifestations of God. They feel Moses, Zoroaster, Krishna, Buddha, Jesus and Mohammed all had progressive revelations for man. They believe Baha'u'llah presented the message for this age. The central emphasis of Baha'u'llah's revelation is the oneness of mankind. With their own scriptures, laws and administration left in the writings and teachings of Baha'u'llah Baha'is are working to build a new world order.

The Baha's religion is not isolated to just Sunday worship but they live their religion in everyday life.

The film showed a Persian Baha'i working in Japan, a negro baha'i on an Indian reservation and Indian Baha'is of various caste backgrounds living and working together. The units of mankind is further emphasized by the observance every 19 days of the Baha'i "feast" which is observed by Baha'is at approximately the same time all over the world.

This interesting and informative film was presented by the Baha'is on Campus on Tuesday, February 13, in the SUB. The film was well worth seeing as it depicted a revolutionary new social and religious doctrine. The spreading of the Baha' faith over the world is indeed "a new wind".