

Travel

FIRELAND!

A holiday that's different

THE name Iceland conjures up a vision of glacial coldness and Arctic desolation—and never was a vision farther from the truth. It would be better named Fireland, for there is visible evidence everywhere of past and present volcanic activity on a vast scale. The lava deposits of Iceland are not only the largest in the world—they represent two-thirds of the entire lava flow of the world. Hot springs bubble up everywhere.

Moreover, the average difference in temperature over the whole year—when compared with the British Isles—is but four degrees. Winter in New York is infinitely colder than in Iceland.

No Ruins

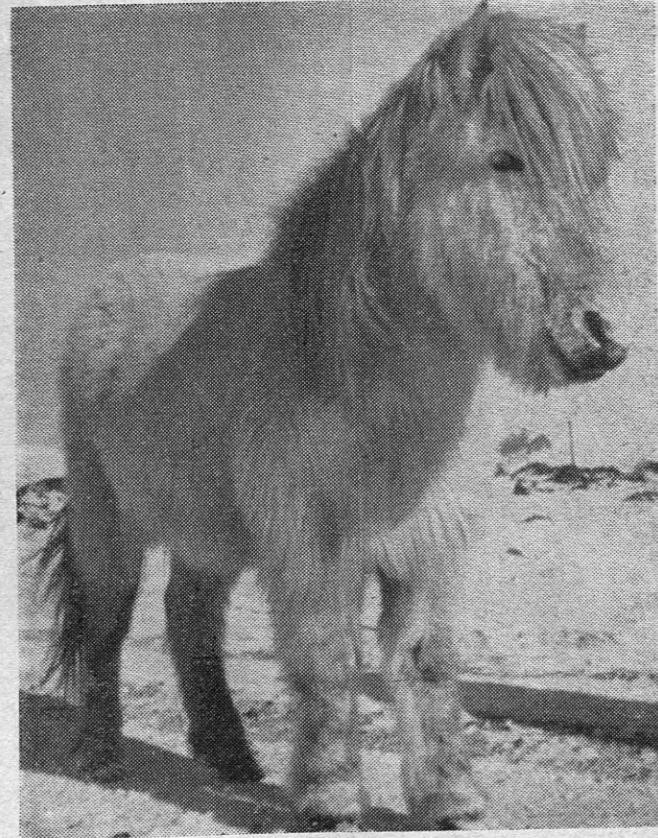
If you seek hoary ruins of myth and legend you won't find them in Iceland—there is no Acropolis, no Leaning Tower, no Tower of London, and no Coliseum. If, however, you want to get away from the usual round, and the irritant evils and pests so often found on regular tourist routes, then Iceland is the place for you.

Here is a land—over 40,000 square miles of it—that is completely unspoiled, a land of great distances and fantastically brilliant skies. No language can convey the brilliance, colour, and quality of the Icelandic light: it has to be seen.

Superb Colour

Here is a land of colourful mountains and singing rivers, none of which is navigable: a land of vast volcanic deserts comparable only to the surface of the moon. Deserts that are of the blackest sand or of sand almost blood-red, beautiful fjords, snow-capped peaks, lakes—both large and small, and rivers are never far away. The colour embodied in all these things is the admitted despair of modern painters, who find in Iceland colours that are not on their palettes or even in their minds.

Icelandic pony in winter dress



Getting There

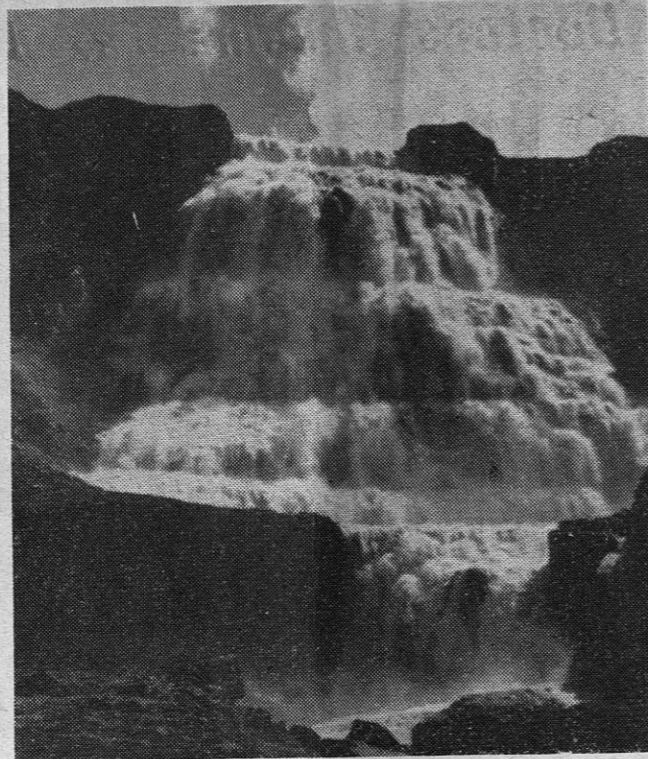
Travel to Iceland is surprisingly simple, there are daily services by Icelandair Viscount, a 23-day excursion return ticket costing £33 13s. 0d. from Glasgow or £42 12s. 0d. from London. Sea travel is by M.S. "Gullfoss," with fortnightly sailings from Leith. Fares range from £23 10s. return second class. All details regarding travel accommodation, etc., may be obtained from the Iceland Tourist Information Bureau, 161, Piccadilly, London, W.1.

The absence of ruins and ancient monuments mislead the visitor; for Iceland has a rich and wonderful history that is not embodied in tumbling stones. Her past, with its early tragedies, heroisms, loves, and humour is immortally preserved in the great Sagas. (Many of them can be bought in English).

The visitor to Iceland will find a race in many ways closely allied to us. Like the British he will find that these tall men—and most of them are tall—are proud of their way of life, their land, and its history.

Independent

He will find that the women—equally tall and very graceful—have a long history of freedom and equality with the men. They are an independent race, and with good reason. They have known disasters and gone through terrible suffer-



Dynjandi in Arnarfirdi West of Iceland

ing quite sufficient to wipe out most races, or, at best, to leave them mentally and physically crippled and without heart or courage.

But the Icelander has triumphed over terrible natural disasters (the list of nation-wide casualties caused by volcanic eruptions is horrifying to read), through shocking visitations of the plague, through many years



Lake Myvatn

It's Different

The dominant appeal in Iceland lies not in the Icelanders' undoubted hospitality and charm—it lies in the amazing light of the Icelandic summer. The colour in Iceland goes right across the spectrum-band to the exasperation of the writer, the artist, and traveller. Bright over great distances, it ranges from the intense green of the coastal plain to the light jade of the fjords, to the grey, black, brown, reds, purple and maroon of the mountain slopes, with mountain peaks here and there in dazzling sulphur-yellow. On many mountains glitter and glimmer the blue-white, green-white, pink-white, and amethyst-white of glaciers and icecaps.

Warm Friendship

They are a quiet people, so quiet that the visitor often thinks they are cold and hostile—and yet nothing is farther from the truth. Like the great Vatnajökull mountain, which conceals a raging volcano at its heart, the Icelanders are people of the deepest passion and fire. Beyond that seeming cold exterior lies warmth, friendship, and boundless hospitality. Incidentally, the Vatnajökull is bigger than any English county save Yorkshire. It covers 3,000 square miles.

Book Consumers

Everything is so new, so clean, cool, and modern that it is very hard for the foreigner to realise that these people have occupied this land since the

ninth century. Charming modern houses, of a style and convenience we sadly lack in Britain, a capital city heated by water from volcanic springs, the latest and biggest cars, radios, fashions that are straight from London, Paris or Hollywood.

Their mental activities and pursuits may be judged by the wealth of bookshops—and the books displayed which include the best from the major countries of the world. Iceland consumes more books per head than any other white nation.

Money

OUTLOOK BRIGHTER

A commentary on financial topics by the deputy editor of a well-known financial weekly

THE threat of a railway strike last month brought about the first real break in stock market confidence since the upsurge in prices that anticipated the result of the General Election.

Investors were inclined to foresee all kinds of consequential industrial troubles if the railways came to a halt. In the event they did not, but few people believe that the granting of an interim 5% wage increase is the ending of the matter.

Averting a strike in this way was perhaps inevitable, but only time will tell what sort of impact it is going to have on the inflationary tendencies which are always at work in our economy.

Inflation?

Inflation—even the mere mention of the word—of course, is like fly to a trout on a summer's eve so far as Ordinary shares are concerned and the only thing likely to halt the rise in share prices is the threat of more stringent government financial action.

The concession made to the railwaymen was inherently inflationary and while, on the one hand, this was a stimulus to take an optimistic view about the behaviour of Ordinary shares, on the other it was a warning that the Government would be bound to take action in other directions in order to keep the inflationary threat within bounds. Gone, almost in one fell swoop, were hopes of a generous Budget.

Jumpiness

Parallel with these basic realisations have been two authoritative warnings—from the Chancellor, at the National Productivity Council for Industry, and from Mr. Cameron Cobbold, Governor of the Bank of England. Mr. Cobbold's belief is that too much money is chasing too few first-class shares.

All this has tended to introduce a note of "jumpiness" into the stock market; there is a much greater inclination to pay attention to factors which could bring about a severe loss of confidence—particularly the behaviour of the American market—and definite evidence to show that the more responsible investment elements are

Correspondence

ON this page will be printed letters from you, the readers, the general practitioners. You may feel free to express your opinions on anything and everything. In fact we invite correspondence, particularly on subjects which do not reach the pages of more orthodox medical journals.

being very particular in the shares they buy.

However, the speculative interest in Ordinary shares is strong, and the start of the new account on February 22 was accompanied by a rise of 2.2 points in the *Financial Times* share index which was shown at the end of the previous Account. But there is nothing positive about these movements and since then the market has tended to become rather more unsettled. During mid February the index maintained virtually unbroken standing at 322.3 compared with 322.9 on February

Further Fall

More recently it has come back to 313.4. Nothing is likely to shift it very much from this level between now and the next policy-making event which is the Budget. If anything there may be a slight further fall. Any purchaser of Ordinary shares now is obliged to take a fairly long view of the prospects. One looks far enough ahead. Ordinary shares are bound to come out right because of the prevailing inflationary conditions evident throughout the world. But short-term prospects were being discounted by share prices long ago, and it is seldom that a company announces results these days which really surprise the market.

Looking at the industrial scene in isolation, it is difficult to feel any qualms about the future. The trading outlook for most companies is brighter than it has been for a long while, and the profit figures which are being announced do not mention the dividend payments—are bound to encourage optimism about the current year. The real test is that optimism has tended to get out of hand in some quarters.

Trends

Profits and dividends are lifeblood of investors, and trading experience of various companies, as expressed through the medium of the chairman's statement, can throw a light upon economic trends. Announcements of developments, too, are a pointer to future expansion and a particularly notable example of this was the recent disclosure of a huge capital expenditure programme by Boots Pure Drug.

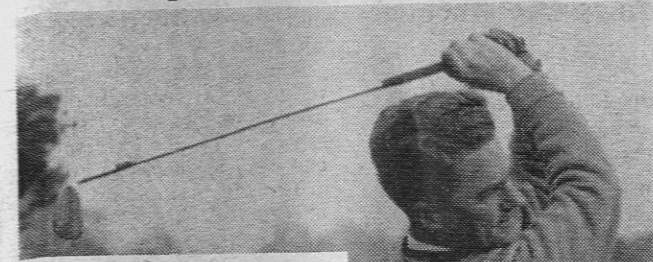
Boots at the moment has more than 1,300 branches throughout the country, and certainly in receipt of the

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Golf

DOWNHILL SHOTS

First in a series of articles to help both the practised and the beginner



by Eddie Ward, Surrey Open Golf Champion

IN this series of articles my aim will be to give instruction on some aspects of the golf swing, and to clarify some misconceptions which are apparent whenever golfers discuss their game, which is most of the time!

This first article deals with a shot that gives the average golfer a good deal of trouble—the playing of a shot where the ball lies on a fairly steep downhill slope.

It is first essential to realise, that in all fairway shots, the ball must be struck a downward blow, taking turf after impact, thus imparting the back-spin that ensures a good flight. Figure "A" shows the angle of the downstroke in playing an iron shot from level ground. The ball will be squeezed up the blade of the club, spin backwards, and climb on a true flight.

Figure "B" shows our problem. Here we strike the

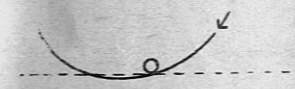


Fig. "A". Iron shot played from level ground. Ball struck a descending blow, imparting backspin.

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Outlook brighter

of chemist's trade. In order to make the best possible use of the selling space in these branches the business has been branched out into many new retail fields—notably gramophone records, which have now been on sale for a year. Even so, the group's dispensing has increased more rapidly than any other section since the end of the war.

In real terms Boots is now taking twice as much, per branch, as it was before the war, and the aim is to improve this achievement. Over the next five years between £10m. and £15m. is to be spent, with the objective of doubling the total sales area of the shops within the next ten years.

This is formidable spending, at an average of at least £2m. a year, but it is well within the scope of the group's finances. The fact that it is planned to double the sales area over this period is a clear indication of how profits may be expected to behave during the same period, and that is why many people consider the 5/- Ordinary shares of the company one of the finest growth investments on the market. The dividend is 16 per cent., and the market price is around 31/3, making the yield slightly more than 2 1/2 per cent.

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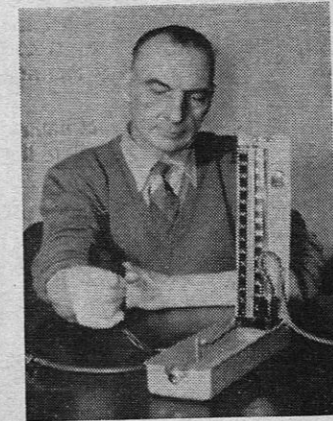
Bayer 'Plug'

BRINGING BACK THE BOTTLE

IT is now two years since Plaquenil was introduced for the treatment of rheumatoid arthritis. To the results of clinical trials can now be added the experience of thousands of general practitioners who are getting good results with Plaquenil.

Published clinical reports have described major improvement in 70% of rheumatoid patients. It would be interesting to compare the degree of success achieved in everyday practice where a strong and favourable doctor-patient relationship exists.

The series of tests for the objective assessment of improvement with Plaquenil may help to strengthen this relationship as well as maintain the patient's morale. De-



The grip strength test using a sphygmomanometer.

needed the tablets since they had taken Plaquenil.

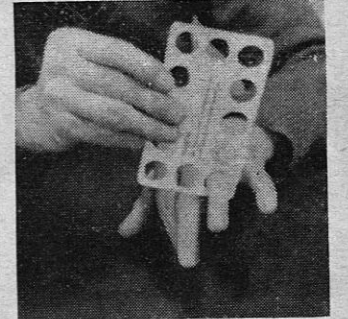
"Plaquenil System"

Reports indicate that the effectiveness of Plaquenil, and the fact that it has none of the major side-effects of previous treatments which necessitated frequent laboratory tests, has enabled the period of remission to be prolonged.

As an extension of the "Plaquenil System" more attention is now being paid to the next stage, the rehabilitation of the rheumatoid patient. Considerable progress has been made recently in the development of simple devices to help partially disabled patients to live a normal life in their home surroundings. It is hoped in subsequent editions of *Pulse* to publish details of these and make simple plans available to the general practitioners.

Investment period

It is an interesting fact that, in general, little difficulty has been experienced in reconciling patients to the relatively long period of initial treatment before the beneficial effect of Plaquenil becomes evident. The patient is often encouraged



Measuring joint swelling with a special card supplied by Bayer.

to look upon the initial period of four to six weeks of treatment as an "investment period" during which the effect of Plaquenil is being "saved up" in the body. Particularly significant here is that clinical investigators have suggested that this type of drug ultimately attacks the disease-producing mechanism itself. Other drugs, such as salicylates, may be given to alleviate painful symptoms and can be expected to act more quickly. The initial dosage of 800 mg. of Plaquenil daily can be reduced to a suitable maintenance dose at the appropriate stage.

Closing Hours

However constant its enjoyability may be to some, the toxicity of alcohol varies during the day, according to recent laboratory research with mice.

At a given time of day only 20% of mice succumbed to a certain dose of alcohol, although over 50% succumbed to the same dose at another time of day.

Photography

A CRITICISM

by Norman Hall, the editorial director of "Photography" and editor of the "Photography Year Book". Mr. Hall will be a regular contributor to "Pulse".

MOST of the success of this picture depends on a feeling of cosy intimacy achieved by the photographer, ROS-MARIE PIERER. Here she has revealed a moment of understanding when a bond of human geniality had been established between three people.

This is the interior of a peasant's cottage on the island of Chios, in the Aegean, and the incident records the visit of a Pope of the Greek Orthodox Church.

The eager hospitality of the woman as she waits for the fire

of pine cones to warm the cauldron on the open hearth, the obvious good humour of the old priest and the relaxed friendliness of the husband all come through in this happy picture.

This is a story-telling shot for it gives a sense of knowing the atmosphere of this simple home. The information contained is all relevant and helps to the conclusion that one "belongs" here—not as an intruder, but as an accepted friend.

This, I believe, sums up the attraction of the photograph and it might be helpful to analyse just how this effect has been achieved.

Undoubtedly, most of the success is due to the careful grouping which permits all

three people to be shown clearly and without interference from any distracting detail. Also, the arrangement has concentrated most of the attention on the priest, where it rightly belongs.

Exposure has been carefully estimated—not just for the simple needs of stopping movement and allowing adequate depth of field, but to avoid over-exposure. This was most necessary here where much of the success of the picture depends on the preservation of differing textural qualities of wood, leather, metal and flesh, each in its proper relationship. Then again, the flash has been directed in such a way that it casts no ugly shadows. It is obvious that full use has been made of the "filling-in" qualities of the lime washed walls.

One might regard this picture as one of the simple charm but the making of it was by no means simple.

Technical details: Rollei-flex, Adox 17 DIN film, with Atofin development, Exposure, with flash 1/25, at f/5.6



Fig. "B". Ball played from downhill slope as "A". Ball is struck on upward blow causing top or fluff hit.

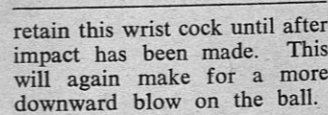


Fig. "C". Ball played from downhill lie. Angle of down-swing made steeper. Ball is still struck down despite slope of ground.