

system, although the Vienna decisions appeared to make international world standardization now impossible. We had to consider the potentiality of development quality later on as between all three systems. He could not now give a date when colour television would be available in Britain.

Radio Regions

In view of the emphasis on regionalism in recent parliamentary debates in the House of Commons concerning broadcasting, the lecture delivered by Mr. H. Davies on the "Role of the Regions in British Broadcasting" at the fourth of the third series of lunch-time lectures in the Concert Hall at Broadcasting House (now issued in the BBC Lunch-time Lecture series) is of particular interest. After reviewing the origins of regionalism he points out that, while the regions into which the United Kingdom has been historically divided remain satisfactory only where there are common bonds of interest the characters of which coincide in the region, whether ethnic, social or cultural, the development of VHF radio and the establishment of television news-interview studios in sub-regional centres brought fresh opportunities in the English regions which were eagerly and enterprisingly welcomed. He found enthusiastic support in all the regions for the further development of a new system of local broadcasting by setting up small stations in cities, towns and other natural communities, but he insists that regional centres must be more than studios of convenience. The fundamental obligations of a region he regards as being towards its community rather than towards its central organization, but the community in turn has its obligations towards the medium. Regional broadcasting needs constantly to remind itself that, although it is itself a minority exercise, the final answer does not lie in a conglomeration of minority exercises; the regional producer, despite selectivity, must be versatile, and the exercise of judgment and flair are the most important functions he performs. Moreover, one way or another, a region must relate itself to the metropolis and a proper relation between London and the regions is of vital importance. A centre seriously and positively concerned with the regional studios, defining the rich and separate identities of the people of Britain, had a most exciting opportunity to demonstrate that the whole is the sum of the parts.

Organization for Economic Co-operation and Development

THE existence of the Organization for Economic Co-operation and Development is well known, but probably relatively few people really appreciate the scope of international activities and ramifications of the constructive work undertaken by this important body. Twenty-one countries are represented in the Organization: Austria, Belgium, Canada, Denmark, France, Germany, Greece, Iceland, Ireland, Italy, Japan, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States. An example of the kind of project sponsored by the Organization is the Consortium for Turkey which ". . . was formed in the summer of 1962 to provide assistance for the long-term economic development of Turkey. It is a *de facto* association of Member countries who are prepared to make a contribution to the Turkish Development Programme". Some encouraging measure of success has already been realized in pursuance of this scheme, of which details are given in the bi-monthly publication *OECD Observer* (No. 15; April 1965. O.E.C.D. Information Service, Château de la Muette, Paris 16e). From this periodical, published in English and French, much information on the important economic and political significance of the work of the Organization in countries of the Western world may be readily obtained. In this

April issue, besides the account of the Consortium for Turkey, the subjects discussed are: relating science and technology to economic development (a five-country experiment); publicity for pharmaceutical products (regulations that hamper trade); present-day problems and policies; the improvement of agricultural market information (collection and collation of forecasting data for Government use); some aspects of cotton industry problems; vocational training for adults (an answer to the demand for skilled manpower); and pilot experiments in international scientific co-operation (international centres for research oriented on natural resources). This magazine is well produced and illustrated. Its perusal will at least impress the reader with the fact that the Organization for Economic Co-operation and Development is a truly live body, steadily but surely achieving the ideals for which it was originally founded.

The Great Society: a Plan

UNDER the title *The Great Society: a Plan* (Pp. 36. London: United States Information Service, American Embassy, 1965)—to which W. Lippman contributes an introduction, "The Principle of the great Society", explaining President Johnson's use of the words "the Great Society"—are collected excerpts from President Johnson's message to Congress on the State of the Union (January 4); his messages to Congress on the American economy (January 28); on the Budget for 1966 (January 25); the Defence Budget (January 18); foreign aid (January 14); health (January 7); education (January 12); immigration (January 13); and his inaugural address of January 20). A few facts recorded may be noted here. Proposed expenditure on space research and technology in 1966 is 5,100 million dollars, on natural resources 3,900 million dollars, and on education 2,700 million dollars. More than 6,000 million dollars a year is being invested in military research and development. For technical co-operation, expenditure of 210 million dollars is proposed, with a further 155 million dollars in contributions to international organizations.

Designing the Controls of Machines

To the worker in the old days tools were extensions of his arms. They had been adapted by centuries of use. The levers, knobs and switches of modern equipment cannot evolve in this way. They must be designed deliberately to fit human capacity. In *Men, Machines and Controls*, K. A. Provins, reader in psychology at the University of Adelaide, gives an interesting account of how human factors have to be considered in the design of machine controls (*Ergonomics for Industry*, No. 7: *Men, Machines and Controls*. K. A. Provins. Pp. 24. London: D.S.I.R. Obtainable from Warren Spring Laboratory, Stevenage, Herts. 1965. Gratis). The range of movement of the different parts of the body affects the placing of controls; and the height, weight, age and sex of the operator influence their detailed design. Surprisingly, nationality plays a part. Difference in physique between races are important when designing for export. For example, in some parts of the world, the majority of people could not reach the control pedals of agricultural tractors made for the English farmers. Different parts of the body have different capacities for exerting force and for accurate movement, so the function of a control on a machine will often determine its position relative to an operator. Controls may be classified in terms of the force, speed and accuracy needed to operate them. The amount of force that an operator can exert with a given limb will vary with his posture and with how long he has to maintain the force. Accuracy will depend on the characteristics of the control and the way in which information about the task is fed back to the operator, as well as on his personal characteristics. Speed and range of movement depend