THE JARVIS RECORD

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FORD AND THE STOCK MARKET

Henry Ford dropped something of a bombshell the other day when he informed an interviewer that he didn't know anything about the stock market, adding that he "never looked at a stock market quotation in his life." The reporter was trying to find out what Ford thought of the recent collapse of the New York Exchange. He went to the richest and most successful man in the world for the opinion, but apparently he should have approached the butcher, the baker, or the candle-stick maker.

If Ford never looks at a market quotation he has missed a number of real thrills during the recent "stampede." He would also have probably experienced a feeling of pride to note how Ford stock was steadily increasing in value—but no doubt he knows that without looking.

And also, Ford doesn't have to try to "get rich quick." He already has the world's greatest allottment of riches in his possession. But it is worthy of note that he didn't gain these riches through taking a chance on stocks. He developed industry, leaving the other fellow to profit in the speculation which his own industry afforded. He never made money in the stock market—and it is equally true that he never lost any.

Ford apparently thinks speculation is "the bunk"—but then he also has the same opinion of history, and this will discount the lesson that ambitious speculators should learn from his example.

SCIENCE

...ertising has had ...ury ago the load... ...its resorted to what is classified ad and the modern ...splay ad was unknown. The store ...people, and of ... ...of Hinman ... ...earl... ...

which a century ago purchased newspaper advertising in quantities of a half dozen lines weekly now contracts for one and two pages and the landlady advertising for a roomer or a young lady seeking a lost cat consumes more space in the newspaper of today than the most thriving merchant of yesterday.

As in quantity, so has advertising had an evolution of quality. Within the shopping memory of the present generation the advertisement, both newspaper and magazine, has risen from a relation of articles and prices to attractive displays artistically phrased, graphically illustrated and in the case of magasines often beautifully lithographed. The modern advertisement is not a narration of goods and prices; it is storehouse of information about buying, styles, thrift and economy.

The public once complained of spending a penny for a newspaper and getting 50 per cent, more or less, of its paper in advertising. Now magazines are purchased by many for their advertisements alone, and as for the newspaper, the advertisements form an important part of the day's reading.

SILENCE AND SPEECH

Although in the downtown districts of our cities the sidewalks are still crowded with pedestrians, it is probably true that walking has become an obsolete pastime in Canada. The walking in and out of stores in the shopping districts isn't walking anyway, in the opinion of lovers of that form of physical exercise.

We have lost the feeling of leisure which in former days was so conducive to walking. Even in our motoring we seem to be possessed of the idea that we must hurry to get somewhere, although we may have no particular destination in mind. An Englishman who even during his visit to this country spent much time in walking said of us that the pictures in periodicals representing the occupants of automobiles reclining in luxury and enjoying magnificent scenery did not depict us truly. That is not the way we cover the miles.

He was greatly amused over the fact that during his walking tours he was frequently offered rides by motorists; "they do not seem to understand," he says, "that a man on a walking tour is not in need of vehicular conveyance. They act as if the best thing about walking is giving it up and having a ride."

Obviously the automobile does not permit of sauntering. When the road is good, there comes the irresistible impulse to make the most of it, which to nearly all drivers means anywhere from 35 to 60 miles an hour. And consequestly there is lacking the opportunity for quiet enjoyment of the passing landscape; and lacking too is the inducement for reflection and restful editation which walking, either by one's self or with agreeable companions, makes almost inevitable. In its own way motoring has its pleasures, and on the whole they are no less than those of walking. And perhaps in the stress of modern life it is only natural that we should have taken to the thrill-producing form of exercise.

HAPPINESS AND WEALTH

Most of the world today are striving for wealth, in the strong belief that once they have money they will be happy. The popular impression is that if people can afford luxuries they will know what it is to get the best out of life.

But it doesn't always turn out that way. Mr. and Mrs. Frank Emory of San Francisco started out five years ago to seek happiness together. Even though up until lately they were forced to live in humble circumstances, they were successful. Nothing happened to mar the bliss of their household. They pinched and scraped to save a little money, and enjoyed even the hardships they were compelled to endure in order to reach their ambition to own an automobile.

Then the day of triumph came and and the bright new shining car was delivered. As the car came up the driveway, the bluebird flitted out the living room window.

Their first quarrel in years occurred at the door when Mrs. Emory announced that she would be the first to drive and Emory just as strongly contended that the first crack at the wheel should be his.

What started as an ordinary family "spat" quickly developed into a quarrel of major importance. The neighbors were attracted. The combatants were finally advised to finish the fight in the home beside their own fireside and thus preserve the peace of the neighborhood but they insisted upon settling it in public. The police arrived. The couple appeared in court and the judge consented to dismiss the case if they would agree to drive it alternately. Now they still can't decide which one will have the first chance at the wheel and the car is parked in the garage bright and shiny representing the coveted treasure for which Mr. and Mrs. Emory have been saving up for five years. The bluebird hasn't come back yet.

After such a spectacle one is almost compelled to hold opinion with Cardinal Woolsey in Shakespeare's immortal drama that the best thing to do is to "fling away ambition."

Some may even gather from this incident that it is foolish to buy a car but that isn't the point. This poor misguided husband should have known after five years of married life that his wife would insist upon driving the car first. He should have followed the lines of least resistance.

RECORD RAMBLINGS

It is interesting to come to the forks of a strange road and make a decision on which way to go.

The Austrian artist who says Canadian girls are dolls has never tried to feed one with sawdust.

The world's speediest stenographer writes 9,120 words an hour, if anyone can think of 9,120 words an hour that ought to be writtes.

Expert says women talk too fast over the phone, but it is difficult to believe it after trying to get in touch with some one on a party line.

"Calves higher," says a head on the market page. That's queer. They've seemed to be in their usual places these recent windy days.

Now that we have squirtless grapefruit and tasteless castor oil, can't some genius evolve a breed of voiceless tomcats?

Pete says that one of our Scotch residents recently suffering from a large boil on the back of his neck was quite angry because he could not find a free lance doctor.

THE JUNE ROD AND GUN and Canadian Silver Fox News

Indicating the special delights of Ontario to the sportsmen tourists, the June issue of the national outdoor magazine, "Rod and Gun and Canadian Silver Fox News," as in former years, again takes the form of a special Ontario Tourist number.

The contents of this issue include several splenlid Ontario features and articles by such well known outdoor writers as Ozark Ripley, Merrill Denison, Robert James and a message of welcome from the Premier of Ontario.

These are all additional to the regular features of national interest to all outdoor lovers on angling, wood craft, guns and ammunition, dogs and the silver fox industry, written by well known authorities.

"Rod and Gun and Canadian Silver Fox News" is published monthly by W. J. Taylor, Ltd., Woodstock, Ont.

HEALTH SERVICE of the CANADIAN MEDICAL ASS'N.

IS IT WORTH WHILE?

Is it worth while for Canada to save $22,000,000 each year, which sum is a moderate estimate of the money value of the infant lives lost each year in this country?

It is difficult to place a money value upon human life, because, in the first place, it seems a cold and heartless thing to do. We rather resent the fact that anyone should think of our own children as having a dollar value. Then there are such human elements as mother-love expended upon a child which are beyond any measure of value.

If, however, we think of the question in an impersonal way, we do find certain interesting facts. It requires money to feed, house, clothe and educate a child. There is, as it were, an amount of money invested in every child. When the child grows to be an adult and begins to earn money, he then becomes an asset, and to the extent that he earns more than is required for his bare living, he is paying dividends upon the money invested in him.

An eminent American statistician taking these points into consideration, has found that the value of a child at birth is over $9,000. This sum invested would bring in the money required to rear the child and the net income of his earnings.

Upon this basis which we believe is sound and reasonable, we find that the 22,000 babies who died each year in Canada have an economic value of over $22,000,000. This represents a drain upon our national resources to an extent which justifies national consideration.

Public Health work is not a matter of sentiment; it is essentially the expenditure of reasonable sums of money along certain established lines of proven value. Public Health work pays a dividend far beyond what is paid on any other investment. At least one-half of the $22,000,000 now lost each year can be saved through providing the necessary public health services. Is it worth while?

* * *

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto will be answered personally by letter.

THE FAMILY HERALD AND WEEKLY STAR

The Family Herald and Weekly Star of Montreal holds a record for subscribers renewing voluntarily and continuously year after year. After the premium are given such work and at a price ridiculously low—$1 a year or three years for $2. ... all it is not surprising when one considers the quantity and quality that ...

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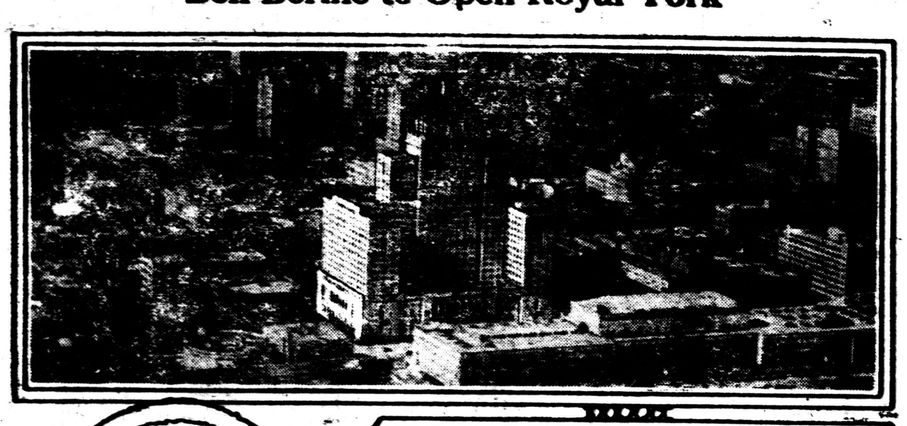
Ben Bernie to Open Royal York



Top, The Royal York Hotel as it stands out, even from the air. Below, Ben Bernie and his orchestra

"I hope you like it". To millions of radio listeners-in, that announcement, coming from Ben Bernie, "the young maestro", is a fulfilled promise of symphonic dance music of extraordinary quality. Though Ben Bernie cannot possibly have appeared in person before the many millions for whom he is the favorite of radio broadcasters, his name and the music for which it stands have become household words throughout the world, emblematic of the best in symphonic jazz orchestration. It is for that reason that Ben Bernie and his World-Famous Orchestra have been chosen above all others to open the new Royal York Hotel in Toronto, an engagement of three weeks at the highest salary ever paid by a hotel.

For the past seven years Ben Bernie and his orchestra have been featured at the Hotel Roosevelt in New York, one of the best and most widely known hostelries of the Metropolis. The Ben Bernie music made the Roosevelt Grill the favorite rendezvous of dance lovers, young and old. Ben Bernie and his Orchestra are also exclusive Brunswick recording artists and are featured by that company wherever phonograph records are played.

Ben Bernie's music is distinguished for the ingratiating rhythm of his orchestrations and the symphonic overtunes applied to syncopation. It is pre-eminent among the "new jazz" orchestras for the quality of its music. Ben Bernie's orchestrations are arranged with the greatest of care and artistry, and are played by an aggregation of artists each of whom is an outstanding master of his medium.

Unrivalled in its versatility, the Ben Bernie Orchestra offers, in addition to the familiar popular tunes, symphonic jazz renditions of classical symphonies. The Ben Bernie arrangement of "Scheherezade" presents in condensed form one of the most colorful of modern symphonies, striking a balance between the unresponsible gaiety of jazz and the austere solemnity of the classics, and appealing with equal force to lovers of the old and the new in music.

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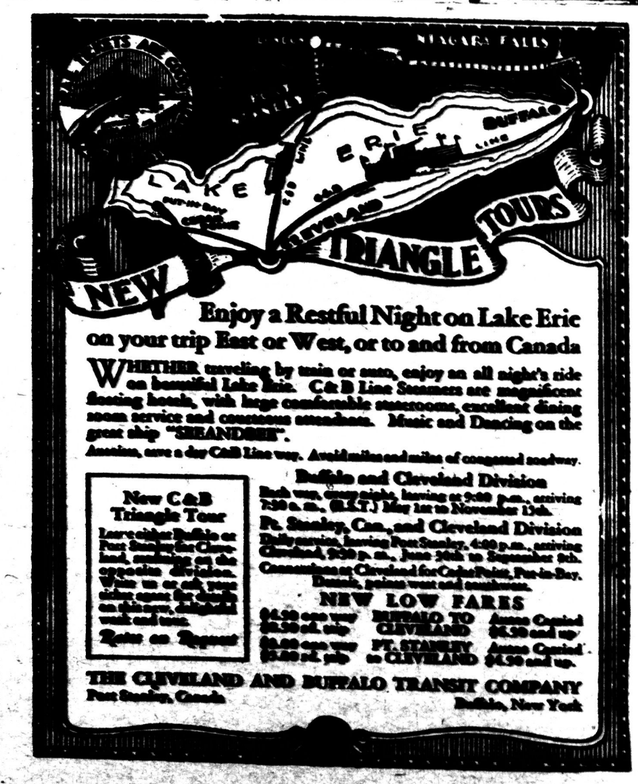

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