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This Week



By Arthur Brisbane

**THE ELECTRIC POWER AGE.
AN OLD MAID'S MONEY.
WHO IS RESPONSIBLE?
THE HORSE WITH CLAWS.**

The state of Washington plans gigantic water power development, banks in Seattle reflect general prosperity in the northwest. Those Seattle banks will need bigger vaults and capitalization increased by a billion, when the power begins its work.

Maine will harness 700,000 horsepower in the Bay of Fundy. The plan approved by voters and scientific experts calls for one hundred millions. Power enough will be produced to supply the whole of New England, and ten times one hundred million would not equal the value of such power.

In waterpower and the electric force generated lies not the hope, but the CERTAINTY of prosperity beyond imagination.

London is agitated because the great art collection of Lord Leverhulme, successful soap maker, is to be sold in New York City, not in London.

This is said to mean that the art center of the world has moved from London to New York, but that isn't so.

The MONEY center has moved, and in 1925, as the days of the Medici, art goes where money is.

"How can I succeed?" is answered by Judge Gary thus:
"LISTEN. Let the other man do at least half the talking."

Judge Gary, of course, puts honesty ahead of all other qualities. And honesty is important, although Judge Gary knows more enterprises have been wrecked by honest fools than by dishonest knaves.

"The average man likes to hear himself talk too much," says Judge Gary. Salesmen should remember that. Thousands of them talk themselves INTO a sale, then talk themselves OUT again. When you meet a customer remember the advice of Aristotle, who was the Judge Gary of his day. "Not too much, NOT TOO LITTLE."

A poor old maid of Massachusetts, called "poor," not because she was an old maid, but because she spent fifty-six years in the insane asylum, has just died. While she was in the asylum her small fortune increased to \$2,000,000, to be divided now among seven nieces.

"Money runs into money" rapidly in this country, if you give it any sort of an opportunity.

What becomes of all the money the people earn? Why does the average American die without enough to bury him or her?

The Deputy Attorney General of New York shows where some of the money goes. Bogus stock sales alone take \$500,000,000 from the people of the state each year. Even that leaves a good deal of money for other swindlers to take.

Evidence at the Shenandoah investigation shows that Commander Lansdowne, who understood flying, protested against taking his ship through the storm belt of the middle west, and asked for a postponement.

Those knowing nothing about flying, but unfortunately controlling aviation in the United States, ordered him to go, in order to "impress certain state fairs on the way." Because his advice was not taken, Lansdowne was killed.

Who is RESPONSIBLE for his death? And how good a suit for damages have his widow and the other Shenandoah widows against those that sent their husbands to death?

The Museum of Natural History will soon present to your kind attention a fossil horse, with claws instead of hoofs, dug up in Asia. According to scientists, this creature, ancestor of the big horse of today with its hoofs, vanished from the earth long before men came here to need horses.

It will amaze you to read the various kinds of "despair" listed by Professor Glenn Frank, new president of the University of Wisconsin.

There is BIOLOGY fear, PSYCHOLOGICAL fear, POLITICAL fear, ECONOMIC fear, HISTORICAL fear, ADMINISTRATIVE fear, MORAL fear. These fears can all be boiled down into one word, "NERVES." The only thing we need be afraid of is ourselves, our weaknesses. And fortunately, we die, and our fears with us. Then comes a new, unfrightened generation.

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