

Victor

Records

I'd Love to Call You My Sweetheart

Jesse Crawford on the organ with Orchestra 20257
Johnny Marvin 20258

Hello Bluebird

Art Landry and His Orchestra 20285
Miller and Farrell 20291

Just a Bird's Eye View

(Of My old Kentucky Home)
Jean Goldkette's Book-Cadillac Orchestra 20268

Mary Lou

Goodrich Silvertown Cord Orchestra 20204

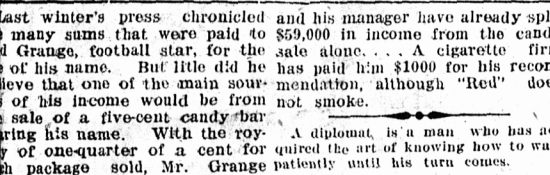
Half A Moon

(From the Musical Success "Honeymoon Lane.")
Nathaniel Shilkret and the Victor Orchestra 20231

Because I Love You

Nathaniel Shilkret and the Victor Orchestra 20272
Henry Burr 20258

At "His Master's Voice" Dealers



Victor Talking Machine Co. of Canada, Limited

John Smith and His Car

By FREDERICK C. RUSSELL

John Smith is a character whom every motorist should welcome. He is not selfish, rather he is a motoring martyr, a chap willing and glad to have exploited. In an interesting way, his experiences for the million or more members of the motor club.

"A BLOWOUT"

Smith was unusually interested in the subject of tires when he returned from a short business trip the other day. The tires, but with the least of his worries, but with the coming of a genuine blowout his mind naturally turned to a consideration of the car's "rubber heels." He began by relating his experience.

"It was easy enough to change to the spare," he said, "but I didn't like the idea of riding that lonely 30-mile stretch with no extra tire in case of another blowout or a puncture, so I stopped at the first garage and tried to have it repaired. The repair man was one of those old timers who knows the game from A to Z. His views rather opened my eyes."

"That's exactly what he said, and I was considerably surprised because the factory instructions are to keep the air up to a certain pressure—70 pounds for tires any size. Every garage man has advised me to obey these instructions. And I don't know how many times I have been told that I would run the shoes if I didn't keep the pressure up to this point. Now I am told by a roadside repair man that the tire blew out because I took these instructions too literally. He claims that 50 pounds pressure would have been plenty."

"I could have told you all that myself," I said. "But I knew you would never believe me, especially when the popular belief is to the contrary. Now you have it from a man who ought to know. Did he explain to you why the manufacturers mark their tires as they do?"

"He said they make the minimum pressure requirements higher than necessary so that the average car owner will always have enough air in his tires. It's like the batteries; if the manufacturers warned you to fill the cells with distilled water once a month you would attend to it about every other month, which wouldn't be often enough. So they tell you to attend to the battery every other week, knowing you'll get around to the job about once a month—which is just about often enough. If they advised car owners to keep the tires at 60 most of the cars would be driven with tires at 40. It's a matter of providing for one of human nature's failings."

"Another thing he explained was the difference between the inflation of cords and fabrics. Because the foundation of cords is of heavier and stronger construction they require less pressure than fabrics. Now with the advent of balloon and balloon type tires with their flexible walls and low pressure he says we must be more careful than ever of overinflation."

"This repair man I speak of was very much exercised over the matter of overinflation. He claims there is too much talk about weakening the walls of tires through failure to keep the pressure up to normal. Of course he admitted there were definite limits, that, for instance, if the pressure in a cord fell below 30 pounds there would be too much strain on the walls, though he has yet to see an under-inflated tire blow out. He claims that every time a motorist stops off with a blowout he discovers that the tire has been overinflated. He has seen comparatively new cords blow out simply because the drivers insist upon keeping the pressure around 80 and 90. His idea is to find a happy medium and stick to it."

"For instance, he suggested that I pump up the tires to the so-called recommended pressure and then drive over a fair to middling road. Ever so often he advised me to let five pounds of air out of each tire until I find a pressure at which the car just begins to ride comfortably. Whatever this pressure is I should stick to it. If there are more people in the car, or if I am driving constantly over smooth city streets, the pressure should be slightly raised. And if the roads are very rough I should lower the pressure slightly. His contention is that many thousands of tires are ruined over to the other extreme, whereas a little discretion as to pressures would result in longer life for tires inflated, suddenly decide to swing

PARIS 5% BONDS

(LOAN OF 1919)

WE RECOMMEND City of Paris 5% Bonds of 1919. We advise the immediate purchase of these securities which may now be bought at a fraction of their normal exchange value.

These bonds are payable in French money (francs), just as Canadian municipal and American municipal bonds are payable in Canadian money (dollars) and American money (dollars).

French money (francs) because of the conditions arising out of the great war, is cheap in terms of Canadian or American money. Hence these City of Paris bonds are also cheap in terms of dollars.

Before the war French Government or Municipal Bonds were quoted at par. The French investor paid 10,000 francs for a 10,000-franc bond.

Before the war French money or French francs were worth their full gold value. The par value of the French franc is 19.3 cents in terms of Canadian or American money. Consequently before the war 10,000 French francs were worth \$1,930.00 in a dollar currency.

Today the French franc is considerably below par. It is worth around 4 cents. Consequently 10,000 French francs are worth around \$400.00 in a dollar currency today. A few months ago the franc was worth only 1.93 cents; then 10,000 francs were worth only \$193.00. But the franc is recovering rapidly. Its value is increasing. It is becoming dearer in terms of a dollar currency.

The total amount of the City of Paris 5% loan of 1919, the bonds of which we recommend to far-sighted investors, was issued in denominations of 500 francs. In other words all the bonds that make up the Loan are 500-franc bonds.

City of Paris bonds are not quoted at par at the present time. Therefore to buy 10,000 francs i.e. twenty 500-franc bonds, in the 5% Loan of 1919 the investor does not have to pay the exchange value of 10,000 francs French money.

In the same manner as Canadian and American Government securities were a few years ago quoted below par, these Paris bonds are now selling below par in Paris. Not long ago a Canadian Government Victory bond was quoted at 92%. In other words a \$1000 bond could be bought for \$920.00.

Paris bonds are selling around 70% of their par value. A 500-franc bond costs about \$350.00. Twenty 500-franc bonds or a unit of 10,000 francs therefore costs \$7,000.00.

At the present time we are selling City of Paris 5% bonds of 1919 at the rate of \$140.00 per 500-franc bond. The price of twenty 500-franc bonds is therefore \$2,800.00.

These bonds are expected to go to par in terms of francs before very long owing to the increasing demand. In that event twenty 500-franc bonds will have the same value as 10,000 francs French money.

The franc should sell at 5 cents within the near future. The value of 10,000 francs French money will then be \$500.00. Every investment of \$2,800.00 in Paris bonds made today will show a net profit of \$220.00.

From 5 cents per franc to 10 cents per franc will be a natural step. The value of 10,000 francs will then be \$1,000.00. Twenty 500-franc City of Paris bonds will be worth \$1,000.00. Today the same number of bonds would be bought for \$2,800.00. Every investment made today will show a net profit of \$720.00 when the franc is at 10 cents.

At 15 cents per franc the value of a 500-franc Paris bond quoted at par will be \$75.00. Twenty 500-franc bonds will be worth \$1,500.00. Today twenty 500-franc bonds can be bought for \$2,800.00, and this investment will therefore show a net profit of \$1,320.00 when the franc is worth 15 cents.

When the franc is again at par it will be worth 19.3 cents, consequently every 500-franc Paris bond quoted at par (500 francs per 500-franc bond) will be worth \$96.50. Every investment made at the present price will have increased in value by \$82.50.

City of Paris 5% bonds are gilt-edge municipal securities, legal investments for trust funds and savings banks in France just as City of Toronto and City of Montreal bonds in Canada, and City of New York and City of Chicago bonds in the United States, are legal investments for trust funds and savings banks.

Listed on the principal stock exchanges in France and traded in throughout the financial centres of the world, City of Paris bonds always find a ready market. They can be sold again instantly for spot cash at any time through our house.

We recommend City of Paris 5% bonds not only for the opportunities for profits which they present, but also because of the attractive interest income they return. This interest is paid by means of coupons which can be cashed at any bank in the world at the prevailing rate of exchange.

Every twenty 500-franc bonds (10,000 francs) of the City of Paris 5% Loan return an interest income of 500 francs per annum. This interest is paid semi-annually, 250 francs on February 1st and 250 francs on August 1st.

As the value of the franc rises these interest coupons also increase in value, thus giving investors a larger yield on the original investment.

The interest coupons can be converted into American or Canadian money at any bank in North America. We cash interest coupons for clients without charge.

Another exceptionally attractive feature of these bonds is the provision for the payment of various bonuses at the drawings which take place six times a year until the loan has been completely redeemed (1930).

Those who have their bonds redeemed with any of the major bonuses will find themselves made comparatively wealthy through their investment of a few dollars today. These bonuses are fully described elsewhere.

That the French franc will return to its old gold value of 19.3 cents or \$1,930.00 per 10,000 francs is the contention of many of France's most prominent statesmen and financiers. An ex-premier has said "The franc will improve slowly but surely like the wine of our country."

An Investment With Fortune-Making Possibilities

France is now pursuing a policy of deflation which can have only one result: a rising exchange rate.

The recuperative powers of the French people were well established after the Franco-Prussian war. Although burdened with huge indemnities France quickly put her financial house in order and paid off all her obligations.

French Government bonds which had depreciated to 7% of their normal value during the period of depression, rapidly recovered their losses and soared above par. They will do the same again.

The record of the exchanges of other countries in recent years substantiates the belief that great nations always recover from the economic and financial depression caused by a war.

We were to consider the Canadian twenty-five cent piece as the country's monetary unit, as has been done with the English shilling in the above illustrations, then we may say that the value of 10,000 Canadian twenty-five pieces has increased by \$375.00 since the Armistice.

The Swiss franc, the English pound, the Swedish krona, the Dutch guilder and the Danish krone have risen to par. The Spanish peseta, the Japanese yen and the Norwegian krone are quoted so close to par as to make a purchase of them unattractive now.

It will be admitted that France's losses in the late war were greater than those of any of the countries mentioned above, consequently the recovery of her money is taking longer, but there can be no doubt that 10,000 French francs will again be worth \$1,930.00.

5,960,000 FRANCS EVERY YEAR IN BONUSES

One 500-franc Bond A Year is Redeemed At 1,000,000 Francs, (\$50,000.00 With The Franc at 5 cents, \$193,000.00 With The Franc At Par)

MANY OTHER BIG BONUSES ARE PAID

TWICE A YEAR a portion of the City of Paris 5% Loan of 1919 is drawn for redemption at par, i.e. 500 francs per 500-franc bond.

Six times a year (February 22, April 22, June 22, August 22, October 22, December 22) a portion of this Loan is drawn for redemption with bonuses.

The table illustrates the bonuses paid every year. The figures at the left indicate the amount of 500-franc bonds and those at the right the number of francs which will be paid on each.

1 Bond will be redeemed at	1,000,000 francs.
5 Bonds will be redeemed at	200,000 francs each.
6 Bonds will be redeemed at	100,000 francs each.
9 Bonds will be redeemed at	50,000 francs each.
24 Bonds will be redeemed at	10,000 francs each.
35 Bonds will be redeemed at	5,000 francs each.
2,490 Bonds will be redeemed at	1,000 francs each.

Every bond is numbered, and after each drawing takes place a list of bonds drawn to receive bonuses is published. We keep a record of all bonds sold by us, and in the event of a client's bond being drawn, he is immediately advised.

The fortune-making possibilities in Paris Bonds, because of their bonus feature require little comment. With the franc at only 5 cents the value of the 1,000,000-franc bonus would be \$50,000.00. Yet a 500-franc bond which could receive this bonus can be purchased today for \$14.00.

During recent months the French Government has instituted drastic deflationary measures. The floating debt is being consolidated. Notes in circulation are being consistently reduced. The State is making heavy repayments to the Bank of France.

The natural result of these measures has been, and will continue to be, a rising rate of exchange for the French franc.

It is, therefore, a question of time only before every 500-franc City of Paris bond will again be worth \$96.50, or every twenty 500-franc bonds \$1,930.00.

We recommend City of Paris 5% bonds while they are a genuine investment bargain. The table below shows the present prices and future values of various units of Paris bonds. These prices include every expense.

Now, while they are still comparatively low, is the time to buy these excellent securities. Use the order form provided. Sale will be confirmed upon receipt of order with remittance to cover amount of purchase. Bonds are forwarded by registered and insured mail.

The present prices are subject to immediate acceptance. Invest in Paris bonds before they are out of reach. We will advise you when you can sell and take your profit.

CITY OF PARIS 5% BONDS OF 1919

PRESENT PRICES AND PROFIT POSSIBILITIES

AMOUNT BONDS	DENOMINATIONS	TOTAL FACE VALUE	PRESENT COST OF BONDS	VALUE OF BONDS (QUOTED AT PAR) with French Franc advancing to:		
				5 CENTS	10 CENTS	PAR: 19.3 CTS.
1	500 franc bond	(500 francs)	\$14.00	\$49.	\$79.	\$96.50
2	500-franc bonds	(1,000 francs)	28.00	98.	158.	193.00
3	500-franc bonds	(1,500 francs)	42.00	147.	237.	289.50
4	500-franc bonds	(2,000 francs)	56.00	196.	316.	386.00
5	500-franc bonds	(2,500 francs)	70.00	245.	395.	483.00
10	500-franc bonds	(5,000 francs)	140.00	490.	790.	965.00
20	500-franc bonds	(10,000 francs)	280.00	980.	1,580.	1,930.00
50	500-franc bonds	(25,000 francs)	700.00	2,450.	3,950.	4,825.00
100	500-franc bonds	(50,000 francs)	1,400.00	4,900.	7,900.	9,650.00
200	500-franc bonds	(100,000 francs)	2,800.00	9,800.	15,800.	19,300.00

THE INVESTMENT HOUSE OF C. M. CORDASCO & COMPANY

SPECIALIZING EXCLUSIVELY IN FOREIGN GOVERNMENT AND MUNICIPAL BONDS

MARCEL TRUST BUILDING. 292 ST. JAMES STREET MONTREAL CANADA

I enclose herewith cash accepted cheque money order for \$..... in full payment for the purchase from you of..... 500-franc bonds of the City of Paris 5% Loan of 1919, State amount of 500-franc bonds required.

which you are to forward to me by registered and insured mail.

Name.....

Address.....

Plenty of Room at Top In Theatrical Profession



PHIL BAKER

Says Phil Baker, Actor, Who Began as Amateur

New York City.—Who said the acting profession was getting over-crowded that there is no room for newcomers? Who ever said it was wrong? Phil Baker. Here is, he assures, always room for one more on the stage provided ambition is backed by determination and a certain amount of talent.

Says Mr. Baker: "Begin as an amateur and live in an attic if you must but don't give up your ambition and don't let anybody discourage you. Simply know in your own heart that eventually you will get where you have wanted to go."

"It may take years and it may take only months. A good deal will depend on how much you want what you want. My theory is that if on the first day

Bringing Up Father



Soft tires prolong the life of theatres or your investment in the save a few dollars on your tires. Hard tires shake everything to pieces. Which is of greater consid- your tires, but, on the other hand, about wasting at the bung-hole fits era-tion—your \$200 investment idon't ruin your car by trying to the situation admirably."

—By George McManus