

HOLLYWOOD EVEN INSURES ITSELF AGAINST MISTAKES IN JUDGMENT

(By Halsey Raines)

During the last three decades from the time the first insurance policy was written protecting the assets of a Hollywood property room, the motion picture business has now grown to be the most extensively insured industry in the country.

Not only are the studios covered against all imaginable adversities, but each star, virtually without exception, has a six-figure policy. Animals, technical equipment, location sites and imported heirlooms are all covered by one form of insurance or another. Floods, fires, whirlwinds, earthquakes, and those interludes of un-Californian weather are all on the books.

The six-cylinder policies held by stars, producers and directors are ordinarily divided between 'personal' and 'business' categories. That is, the individual may have a very handsome endowment under his own name, paid for by himself, and the company for which he works an even handsomer one, for his own protection. Frequently this combined personal and business insurance runs in to the million dollar racket, as in the cases of Mary Pickford, Cecil B. De Mille, Harold Lloyd, Al Jolson and other celebrities. When Miss Pickford took out her last \$100,000 annuity, she described it as 'a protection against mistakes of judgment on my part.' Doubtless many of the stars, who are living in an era far removed from the harum scarum days of claim stake Hollywood and who give more than a passing thought to the future have taken out large policies for the same reason.

Altogether the amount of insurance carried in the picture business may be estimated at \$400,000,000. This includes not only all personal and business policies of stars, directors, executives and writers, but also far-reaching and heavily dovetailed underwriting of buildings, props, technical equipment and meteorological vagaries.

The Metro Goldwyn Mayer studios alone carry approximately \$50,000,000 worth of stable business insurance annually, in addition to extensive extra coverage for special trips, transportation of planes, film and equipment, and animal insurance. The same studios have a group insurance plan for 1,600 employees, current policies being valued at more than \$2,000,000.

The per capita amount of life insurance written in California for the last fiscal year, according to the statistical magazine, 'The Spectator', was \$127.10, which puts the state ahead of most others in the Union.

Cast insurance is taken out on every new production and is gauged according to the total cost of the

film (a million dollar epic gets far greater protection than an unpretentious little programme). Illness, accidents and death of all kinds incurred between the first and last scenes of a picture are all covered under cast insurance.

Animal insurance applies to the mortality risk on quadruped actors. The elephants in the last Tarzan thriller, for example, were insured by the studio for \$3,000 each. The two prize chimpanzees in the same photo play, which had much more to contribute histrionically, were protected to the tune of \$10,000 apiece.

Marine and negative insurance are two of the biggest gambles. Two of the heaviest policies in which charted boats were protected occurred during filming of 'Mutiny on the Bounty' and 'Captain Courageous.' For the latter film several Gloucester schooners were kept under high-budgeted insurance protection for nine months. Protection of original negatives, which are irreplaceable and assume fantastically high values is vitally important on location. With in the secure and well ordered boundaries of a Hollywood sound stage there is slim chance of a mishap to a print, but out in the wide open spaces, the South Seas, the jungle or the high Sierras, anything may happen. Negatives of 'The Good Earth' scenes, made on location, were insured for \$400,000.

The chap in Hollywood who undoubtedly has the greatest number of policies is W. S. Van Dyke, director of the two 'Thin Man' films, of 'San Francisco' and other hits. Van Dyke collects insurance as some persons do postage stamps—not, however, for quite the same monetary outlay. He has lightning and earthquake insurance, a policy covering himself and guests when they go golfing, one safeguarding his amateur football team, a group policy covering the welfare of his household servants, separate ones on the Arctic and African trophies in his home, his jewels and silverware, one against frost-bite of the rare plants in his garden and one covering the tropical fish in his aquarium. He collected on this heavily when a stray cat got into the house and wreaked finny havoc.

Van Dyke began to go in heavily for 'freak' insurance when he was assigned to long location treks for such films as 'Trader Horn' and 'Eskimo.' He decided that if any tigers or polar bears were to nip him he would not be the victim. He is now rated the only man in California who does not dodge insurance agents, and his most recent acquirement was a policy covering the valuable pearl-studded collar on his dog's neck. The dog had been insured years before.

SURE EARTH'S CORE IS NOW ALMOST COOL

WASHINGTON, May 15—The interior of the earth, a Carnegie Institution scientist said today, "is not as hot as hell."

Dr. A. G. McNish presented evidence to the American Geophysical Union to show that the earth's core, hitherto believed to have a temperature of about 36,000 degrees Fahrenheit, actually is much cooler.

The earth, containing a high percentage of iron, is a huge magnet with currents of magnetic electricity flowing around it and in it. Such a tremendous heat could not prevail unless some unknown law of physics remains to be discovered, Dr. McNish said, because iron loses its magnetic properties between 930 and 1,470 degrees Fahrenheit.

"Otherwise it would be necessary to account for magnetic phenomena by assuming that some form of super-magnetism exists," he added.

"It is easier to revise our conception of the earth's interior temperature than it is to admit the existence of an unknown physical law."

Dr. McNish said evidence gathered from the progressive increase in heat found in deep mines would seem to contradict his beliefs.

"However, there is considerable evidence indicating that such increases in heat are due to chemical action in the earth immediately surrounding such mines and that such action is purely a local thing," he declared.

NO MELTING POT FOR CANADA

Canada does not want to be a melting pot. One may favor a vigorous immigration policy without favoring the melting pot. The once widely-held belief that the races of the world could be thrown into a crucible and after a time there would come forth a new and sturdier race, with all the good features retained and the bad ones eliminated, has been thoroughly discounted. The melting pot type of immigration policy is not for Canada.

Ethnologically and socially it is inadvisable to open the doors too wide. No matter how great the demand for immigration, it is of paramount importance to have selective immigration. This is the first consideration in devising a more liberal scheme for the settling of our vacant land areas. Also, whatever forward policy be adopted in this respect, it is essential that it be definitely tied in with the present and future absorptive capacity of this Dominion, an important point stressed recently by Professor W. B. Hurd in these columns.

What this country wants is additional British stock. Under the enlarged Settlement Act, the British Government offers \$7.5 millions annually toward paying up to 75 per cent. of the cost of approved schemes of assisting Empire settlement. The balance would have to be subscribed by the Dominion concerned. It follows naturally that in accepting this plan, the Dominion Government would have to make provision for financial assistance to those already here who want to return to the land. From these two sources a well-organized movement to the land could be developed which, over a period of years, would see the settlement and cultivation of a large area of at present unoccupied farm lands.

The settlement plan need not necessarily stop there. There are other fields which could be drawn upon for new man power. The Scandinavian and northern European countries offer an excellent type of settler who would be welcomed in any country. The United States, too, is a field that could be cultivated with good results.

Selected immigration is not a major problem. The right type of immigrant can be had in as large a number as can be economically absorbed. There is no need for Canada to go far and wide for new population; all that is needed is the freer entrance of selected people in accordance with the absorptive capacity of the country.

HOPE TO RENEW S. A. TRADE PACT

OTTAWA, May 15—Informal conversations will be held between members of the Canadian and South African Governments, during the Imperial Conference in London, looking to a renewal of the Canada-South Africa trade agreement, which has resulted in a threefold increase in Canadian exports to South Africa.

In the year before the pact went into operation Canada sold to South Africa \$4,415,000 worth of goods; last year that figure had increased to nearly \$15,000,000. The increase in sales to South Africa is regarded at Ottawa as one of the most remarkable developments of recent years in this Dominion's commerce.

Favorable Opportunities There is little doubt, however, that while the trade pact created favorable opportunities for Canadian man-

PLANES ARE THE BUSES AND SKY THE HIGHWAY TO RICHES OF FAR NORTH

EDMONTON, May 15 — Into the north for 2,000 miles stretches the fifth greatest waterways system in the world. Along its sides and far to the east lie millions of square miles of ice-locked land. For centuries only trappers, traders, Indians and Eskimos found anything in it.

Today, like specks of pepper scattered on a broad white tablecloth, the map is dotted with new outposts. Most of them have arisen in the last two years, some in the last six months.

Gold created them, gold and radium. It didn't grow there last year or the year before. It was there when Samuel Hearne fought his way across the Arctic coast and made history. It was there when Hendrik Hudson vanished into the mists. It was there ten years ago.

It is there now, and man has found that he can reach it and tear it up and carry it into the money markets of the world. Ten years ago he didn't know how to get it. And then aviation came into this ageless land and tossed back the frontier that time and distance and climate had held strong since the Ice Age.

Frontiers Thrown Back Gold at Pond du Lac; Gold at Outpost; at the Yellowknife; at Gordon Lake. A dozen names are murmured every hour in the hotel lobbies and the barber shops here. Men are waiting to go into the newer areas with the spring break-up. Men are working in dozens of other places now.

And airplanes are serving them every day. Airplanes in this country are about the equivalent of buses in Ontario. Freight and passengers flow through this terminus, in and out of the land that once was meant only for sourdoughs and husky dogs. Their traffic is part of this industry that is swiftly becoming the greatest in the country.

Ninety Couples at Dance They came down from little towns that have sprung up overnight, creations of aviation and radio. Glance at a map and find Lake Athabaska. On the north shore there is no sign of a place called Goldfields. It didn't exist two years ago.

Today Goldfields has about six hundred residents. There are stores and a postoffice. There is a dance hall and a badminton club. The Goldfields Amateur Hockey Association has just swung into the heavy part of its schedule. The teams are the Athona, the Consolidated, the Borealis and the Merchants. The latter is made up of townsmen; the other three are mine teams. Last week there was a dance and ninety couples attended it.

Ninety women in this frozen land. That's nothing. There is a Government liquor store in Goldfields and rumor says there is a bootlegger. It isn't an outpost any more. Fifteen months ago it was just a handful of men chipping at the earth. Now it is a full-fledged town.

Distance Means Nothing

And it springs into such swift existence because communication and transportation—man's two most important servants—have been made swift and certain. The women of Goldfields are two days' round trip from Edmonton's big stores. They are a few hours from a hospital. They can order something by wireless this morning and examine it on delivery this afternoon.

But, says cautious incredulous Tor-

ufacturers, the amazing prosperity of South Africa due to the expansion of the gold-mining industry has also been a major factor. South Africa is presently enjoying greater prosperity than ever before.

The increased wealth of the country is reflected in the building boom in Johannesburg, where new office buildings, business establishments, apartments, stores and dwellings to the value of \$45,000,000 were erected last year.

Canadian manufacturers obtained substantial preferences in the trade agreement and about \$1,250,000 of silk stockings and socks of Canadian origin are now being marketed annually in South Africa. Other important items in Canada's exports to that country are electrical apparatus and stoves (about \$750,000 last year); Canadian timber, especially Douglas Fir, hemlock and red cedar from British Columbia (\$500,000); newsprint (more than \$500,000 a year); canned fish and steel rails.

Big Rail Orders

Canadian manufacturers of steel rails were fortunate in obtaining about one-third of the orders placed by South African railways. One of the most promising developments of the last year has been the increasing demand for ladies' dresses, made in Canada.

J. L. Mutter, Canadian Trade Commissioner at Johannesburg, predicts Canadian-South African trade during 1937 will compare favorably with 1936, when total exports from this country were \$14,673,840. This constituted a new record.

onto, the map shows that Goldfields is as far from Edmonton as Moon-sonee is from Toronto. Measure it and it is six hundred miles. What of it? That's no distance. Lots of our friends are up around Thelon Reserve, around Bear Lake. By the way, maybe they'll be dropping in here tomorrow or the next day.

Goldfields is not unique. It is typical of what swift transportation that is unaffected by temperatures can do. The town will be pouring a stream of new wealth into Canadian markets soon. It is employing men, lots of them from Ontario. It is absorbing and consuming thousands of dollars of Canadian goods, provisions, machinery. Countless industries are affected by its birth and growth.

Tons of Freight

A good man with a dog team could make a round trip there and back in less than a month, but most of his load would be food for his dogs. The railway has pressed up into that country. The airplane has picked up and carried on from the end of the steel. There is nothing that the fliers will refuse to ship into the North. Maybe one of these days they'll be carrying an elephant into the City of Goldfields zoo.

For instance Pilot Marlow Kennedy just came back a day or two ago in his big Bellanca. He had flown an electric motor into Eldorado on Bear Lake, twelve hundred miles north. The motor weighed 2,360 pounds. He carried a lot of other freight, flour, and fresh meat and eggs, besides. Tomorrow he will pick up about two tons and go up again.

Across the office he is checking his order book on his desk in the Mackenzie Air Service terminal. "What was that about countless industries affected?" he calls out.

"Better get Benny on this order. One Charley's Aunt fancy dress costume for five-foot ten-inch person weighing 180 pounds. Charge to W. Nelson, Fort Smith; rush it because they need it for the masquerade there tomorrow night."

—Norah Smardige.

MART SETBACK PASSING PHASE, SAY OBSERVERS

As one surveys the nervous and declining markets of the United States, Europe, Asia and Africa, he finds prices reacting at least to fears of the effect on profits of companies of the heavy taxation which huge armament programs make necessary. These fears have been accentuated by the warnings given by President Roosevelt against speculation, the request made by Washington that the members of the New York Stock Exchange and their traders would not buy on margin for their own account and the evidence that the United States will have to tax more heavily if the Federal budget is to be balanced by the middle of 1938.

Short selling has been present, but British and other investors have reacted in large numbers to the excess profits tax introduced by Neville Chamberlain, and to the fear that measures against speculation, both in England and the United States, will

ANY NIGHT

I've read to my babies that just-one more tale, I've shoed them, protesting, upstairs I've tickled and tubbed them, and hugged them to death And heard an assortment of prayers.

I've gossiped with hubby, I've mended his socks, I've heard his account of his day, I've agreed on what marvelous children we've got And what comical things they can say.

I've picked up the paper and glanced at the news, The columnists, cookery, and crimes, I've skipped down a page of the book of the age, (For one has to keep up with the times!)

I've switched off the radio, bedded the pup, I've done plenty of putting-away, Now I can't picture anything nicer than bed . . .

So I think I shall call it a day!

—Norah Smardige.

depress prices and cause liquidation. Most economists and most experienced market analysts believe the present phase of the stock market, whether it be sharp or not, is only temporary and that the long recovery from the depths of depression will be resumed. The business recovery has not even halted as yet but doubtless the lower prices for primary products and the higher wage scales made effective will together affect the interests of shareholders somewhat.

Most of the circumstances and conditions affecting stock markets are outside Canada and can only affect conditions here as they affect prices of our products, and demand for our chief exports. It is customary to think of stock markets as barometers of approaching business conditions but panic selling can be brought about by psychological influences just as a call of fire in a theatre may cause a panic and consequent disaster even though there be no fire.

City of Fredericton Notice of Sale of Lands

Notice is hereby given that, pursuant to the provisions of the City of Fredericton Assessment Act, 1926, there will, for the purpose of satisfying taxes assessed and levied in the City of Fredericton, for the years mentioned hereunder, against the parties hereinafter named, unless the several sums due, together with the costs of this notice, are sooner paid, be sold at Public Auction in front of the City Hall, in the City of Fredericton, at eleven o'clock in the forenoon of the 3rd DAY OF JULY, A.D. 1937 the lands and premises in the said City of Fredericton, hereunder mentioned and set opposite their respective names.

FLETCHER PEACOCK Lot on West side Lansdowne Street, near University Avenue, 67 ft. front, 71 ft. 5 inches deep.

Arrears for Years 1932-1933-1934-1935-1936 \$83.69 Interest 13.41

ESTATE ELLEN R. ANDERSON Property on south side of Woodstock Road, 70' front, 167' deep.

Arrears for Years 1932-1933-1934-1935-1936 349.26 Interest 52.24

Dated the 29th day of April, A.D. 1937.

FRED I. HAVILAND, City Treasurer of the City of Fredericton.

How to Ease a Cold Quickly



Get Quick-Acting, Quick-Dissolving "Aspirin." Take 2 Tablets



The modern way to ease a cold is this: Two "Aspirin" tablets the moment you feel a cold coming on. Then repeat, if necessary, according to instructions in the box.

At the same time, if you have a sore throat, crush and dissolve three "Aspirin" tablets in one-third glass of water. And gargle with this mixture twice.

The "Aspirin" you take internally will act to combat fever, cold pains and the cold itself. The gargle will provide almost instant relief from rawness and pain, acting like a local anesthetic on the irritated membrane of your throat.

Try this way. Your doctor, we know, will endorse it. For it

is quick, effective and ends the taking of strong medicines for a cold.

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