



This boy likes to talk; can pick up foreign languages with ease; good memory; possesses the knack of getting on with strangers, of knowing what he wants and of getting it.



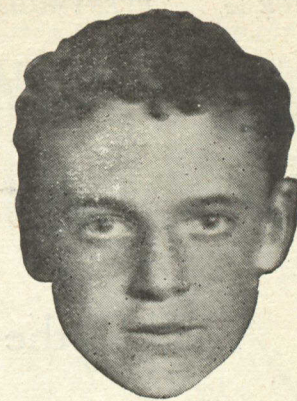
Positive, active, dynamic; good salesman; likes the variety of the commercial traveller's life; enjoys meeting people; rapid thinker; can think ahead of his customer and dominate the interview.



This boy will make an invaluable addition to any office staff; a constitution that will stand sedentary work; good head for figures; patient, orderly, with an infinite capacity for details.



Quick, active; cannot stand confining detail work; practical, observant, understands human nature, can manage others; will make teacher, preacher, manager; can control and direct boys.



Here we have the successful doctor—good digestion, strong physique, high order of intelligence, understanding sympathy, tact, optimism, keen knowledge of human nature.

WHAT ARE YOU GOING TO MAKE OF YOUR BOY?

Measure Him Up for His Vocation in Life

MEASURE your boy. Of course you have measured him ever since he was big enough to stand up against the wall—measured him for the pure joy of noting how he was growing.

But measure him again very carefully and without his shoes and find his exact height. Careful measurements taken regularly are an indication of development—the more normal the development, the more regular the increase in height. Conditions that interfere with or are detrimental to health result in spasmodic growth.

"Children grow like weeds," says the distracted mother, as she views Johnnie's knees parting company with his trousers and his elbows leaving his sleeves behind. Very true! They do grow like weeds, which is only another way of saying that they grow more rapidly in Summer than in Winter, and stronger and more sturdy in warmth and sunshine than in darkness and cold. Children are as sensitive to environment as plants and respond to sunshine and gladness as quickly as do flowers.

Height as an indication of the characteristics of the boy is important; height and weight considered together is very important; but height and breadth is most important.

Measure your boy again, but this time measure him across. Have him stretch his arms out against the wall and note very carefully the exact distance from finger tip to finger tip. The total stretch across the arms should be nearly equal to the height. The difference of an inch or more either way is an indication of the kind of life for which he is adapted and the occupation in which he will be successful.

The comparison of these two measurements, the stature and the stretch across the arms, tell us at once the relative development of the limbs and of the trunk, and this determines the class of vocation for which your boy is fitted.

"That boy," continues the distracted mother, "is all arms and legs." Some boys are; some are not. And this "length of limb" isn't accident, but nature's clear indication pointing the way toward a particular fitness for some especial line of work.

Long Bodies for Business

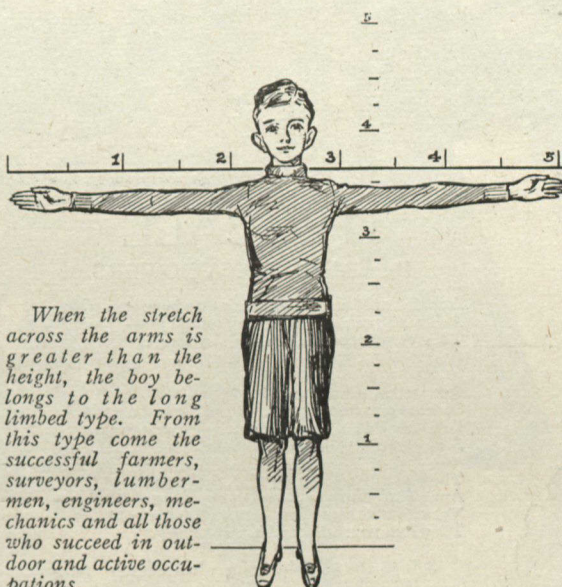
ROUGHLY speaking, we may be divided into two classes—those whose bodies are long in proportion to the arms and legs, and those whose arms and legs are long and bodies short.

The torso or trunk contains the digestive system, the heart, lungs, and all the vital organs; and in the long body it follows that these organs have plenty of space and are well developed. Hence digestion is good, and therefore the brain well nourished. It follows then that a large amount of mental work may be done with but little muscular activity. This man does not require much physical freedom or activity to maintain good health and mental alertness, and he is capable of much mental work.

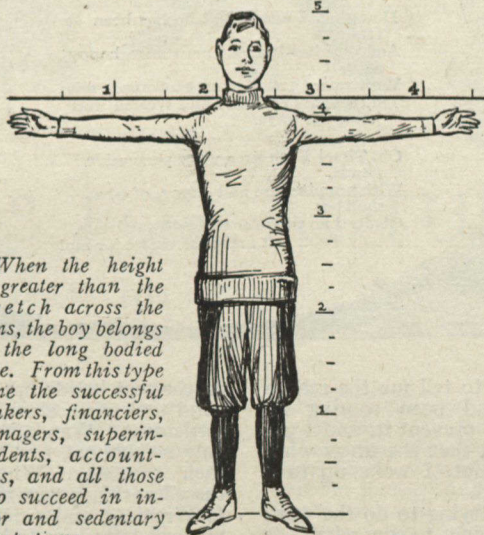
It is clear, then, that the long bodied man is a good man of business, a good executive. He can sit and plan, attend to detail and direct others to do the work; and because he can sit and plan and direct others, without impairing

By **ARTHUR B. FARMER**

Head of the Psychological Clinic of the Memorial Institute, Toronto



When the stretch across the arms is greater than the height, the boy belongs to the long limbed type. From this type come the successful farmers, surveyors, lumbermen, engineers, mechanics and all those who succeed in outdoor and active occupations.



When the height is greater than the stretch across the arms, the boy belongs to the long bodied type. From this type come the successful bankers, financiers, managers, superintendents, accountants, and all those who succeed in indoor and sedentary occupations.

either his appetite or digestion, he usually becomes more or less stout as he approaches middle age.

Have you ever noticed that the cartoonists always picture the successful business man as fat? And did you ever stop to think that there is a big truth underlying the conception of the business man as the cartoonist sees him!

The man who is interested in food is the man who enjoys his meals; and to enjoy one's meals means good digestion and appetite. The long bodied man has both, since nature gave him plenty of room for good, large digestive organs. It is but a short step from the enjoyment of anything to an appreciation of it, and from an appreciation of it to setting a value on it. Do this in regard to food, and the appreciation of other things follows—the good things of life. That which we like and appreciate is often in our thoughts; we think about it, plan for it and work toward it. From the liking for and appreciation of food we expand to the appreciation and accumulation of land, merchandise, houses; and then, as money buys all these things, we value and appreciate money for what it secures us. Sometimes we don't know what we want, and then the miser is evolved—we love money for its own sake.

Long Limbs for Liberty

WHEN the stretch from finger tip to finger tip is greater than the height, the indication is that the limbs are long in proportion to the body. In this case the muscular system is strong, but the vital organs that support it are relatively weak. The digestive organs have not the room for good development, nor space to do their work properly. They are small and weak and do not supply a sufficient quantity of nourishment to the brain to allow of heavy or prolonged mental effort.

When the boy reaches the age of puberty, he is "all arms and legs," and the distracted mother is forever adding inches to his trousers and jackets. He grows overnight and is never still. But the trunk of the body grows slowly at this period, and the boy—in flight—resembles nothing so much as an attenuated spider. At this time his stretch across the arms is greater than the total stature.

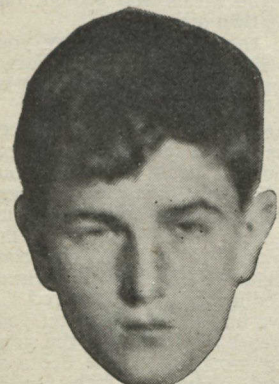
The limbs outgrowing the trunk throws a heavy strain on the vital organs, which have failed to keep pace, with the result that the boy cannot stand as much study and confinement as he did a few years earlier.

"He is growing too fast," the distracted mother complains, and "Johnnie, do keep still," is her eternal cry. But if Johnnie keeps still, he is a sick boy, and the distracted mother does not know what to do. Because he has so much in the way of arms and legs, he shows an astonishing amount of muscular strength and is continually using his strength in all manner of expected and unexpected ways. He excels in all kinds of outdoor sports. In fact, he's a general nuisance in the house—you never know just where that length of leg is going to take him, nor where that long arm is going to reach.

During this time, which usually lasts until about the seventeenth year, his energies are all toward those sports where his long limbs cause him to excel—running, jumping, sprinting, and ball games.

But with those long limbs go a short body, and he is

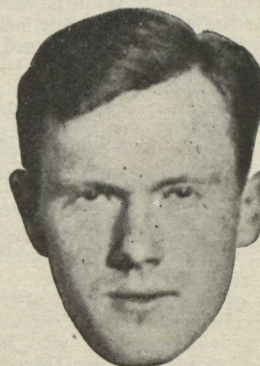
(Continued on page 26)



This boy will make good in manufacturing; ambitious, keen, capable of taking responsibility and of assuming authority; can control those under him, but will do so with very few words.



The type of boy to place in a machine shop; love of machinery of all kinds; possesses the patience and perseverance necessary to plod along at particular but monotonous work.



Parents are apt to underestimate this boy's ability; he sees and notes everything but says nothing, and will be more at home in the chemical laboratory than in the shop or office.



Very strong religious impulses, keen sense of duty, high minded, unselfish, altruistic, if he does not become a minister, he will surely be a deacon or an active religious worker.



A born business man; loves to buy and sell; makes a profit on every deal; possesses almost unlimited vitality, will grow fat and prosperous in the world of business or finance.