

Customer Ownership Object of Campaign

General Manager Harrison Announces Offering of Stock to Customers

Announcement is made today by Mr. B. V. Harrison, General Manager and Director of Canada Northern Power Corporation, Limited, of the Company's intention to launch its second customer ownership campaign, starting September 3rd next. 5,000 shares of the Company's 7% Cumulative Preferred Stock will be offered to customers and other friends of the Company, and in order to permit as many as possible to take advantage of this partnership offer a limit of 10 shares to any one customer has been set.

The Company's first offer of its preferred stock to its customers was made 12 months ago. At that time only 2,500 shares were available and the campaign was originally advertised to last for 10 days. So eager were the customers to secure this stock however, that the campaign closed in four days time with a heavy over subscription. Many customers who wished to buy were disappointed.

"Our customers appreciate the opportunity we extended to them last year" declared Mr. Harrison in an interview, and many of those who purchased stock last year have expressed a desire to add to their holdings. Customer's Ownership is a move in the right direction. It means distribution of the ownership of the Company amongst the people the Company serves; the people on whom it depends for good-will and patronage. As a result of our campaign of last year there have been many evidences during the past 12 months of increased good-will and co-operation between customers and the Company. Those who were fortunate to secure stock last year have every reason to congratulate themselves. The purchase made them profit-sharing partners in a strong established and successful Power Company—and a Home Company too.

The growing business of the Company makes this second partnership opportunity available to our customers. New capital is required for our new power developments, extensions to our plants and services. This capital could be secured through regular investment channels, but we prefer to offer this opportunity amongst the people whom we know and serve. During the past 12 months we have added about 500 new customers, while the demand for our power service for the mines and other industries is steadily increasing.

"It is interesting to note that ever since the preferred stock of the Company was issued, dividends on it have been earned and paid on the due date. The Company's earnings to-day are sufficient to provide for preferred dividend requirements 3 1/2 times over after allowing for all bond interest.

"We are offering these shares of course, not as a speculation, but as a high-grade investment which they are—a safe place for our customers to place their savings and to receive on them a good yield as well as giving them a financial interest in the Company. We are limiting this offer to the people living in the 18 communities served by the Company and its Subsidiaries—Northern Ontario Power Co. Limited, Northern Quebec Power Co. Limited, and Great Northern Power Corporation, Limited, and in order to make it possible for the people of moderate means to become associated with us as profit-sharing partners, an easy payment plan of purchasing these shares will be adopted."

Recipe For a Delicious Uncooked Salad Dressing

To add tastiness to the salads and green vegetables which are both cheap and healthful at present, the following salad dressing recipe is much prized:
2 eggs beaten until light
1 teaspoonful salt
1 teaspoonful mustard
1 cup vinegar
1 can Eagle Brand Milk
Beat vigorously all ingredients except vinegar, for a few minutes. Add vinegar, stir well and set aside for a few hours to thicken. This dressing will keep for weeks.

CANADIANS IN AT THE DEATH



The picture above was taken just after Lieut.-Col. R. M. Blair of Vancouver (right) had won the King's Prize for shooting at Bisley. On the left of the picture is Lieut. D. T. Burke, of Ottawa who tied the score with Col. Blair before he was defeated in the shoot-off.

EMBARRASSING MOMENTS



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MACDONALD'S

No. 175

WARNING!

to Motor Car Drivers

CARRY YOUR LICENSES

THE Highway Traffic Act requires that every person operating a motor vehicle shall secure an operator's or chauffeur license and shall at all times while driving carry same. A penalty is provided for failure to produce such licenses when demanded by an officer.

It is necessary, owing to the number of motorists who persist in driving without licenses, that the police be instructed to require the production of these licenses from time to time.

This law has been passed in the interests of safe driving and to prevent incompetent persons from operating motor vehicles. The production of a license is the only proof of ownership of one.

Carry yours at all times and avoid inconvenience and prosecution.

Ontario Department of Highways

The Hon. Geo. S. Henry, Minister.