

Fashion Fancies

Coquettish Bows for the Bridesmaid



The bridesmaid frock goes "a-bowing." Black velvet bows on pastel frocks are absolutely captivating.

This sleeveless, low-backed frock is of pale green sheer crepe and is effective for a host of afternoon or summer evening functions. One bow is placed at the left shoulder at the end of a soft scarf band draped across the back. The low-cut back has a side closing, and under the two velvet bows a full circular panel is placed. A delicately flared skirt is set gracefully on a scalloped line below the hips. Of course, the large-brimmed hat fashioned of sheer straw would match the dress and have its own particular bow.

Fashion Tells a Story of Elegance and Simplicity



The latest fashion vocabulary is used by the costume sketched above to tell a story of good taste in dress. With rare discrimination it expresses elegance and simplicity.

In simple princess lines the beige flat crepe dress adheres regally to the mandates of French couturiers. The scarf neckline affects beige and brown and finds a new use for the scarf ring to achieve flattering results, while a soft sash at the waist line follows the same novel idea. A black felt turban applied in beige leaf motif with handbag to match, writes a perfect "finis."

POWER COMPANY'S ATTRACTIVE OFFER PREFERRED STOCK

On Tuesday next, September 3rd, Canada Northern Power Corporation will offer for sale to its 10,000 customers, 5,000 shares of its 7% Cumulative Preferred Stock.

In other words it invites into partnership the public that supports it and it will be surprising, in view of the Company's strong financial position, the outlook for expansion in the future, and the attractive interest rate, if the limited offering is not quickly absorbed. Last year there was a big demand for the stock, the issue being heavily oversold in four days.

That there has been, in the last few years, a change in the attitude of the investing public towards the securities of public utility companies, is apparent.

Probably the most important factor in bringing about this change has been the development of the "Customer Ownership" plan. In principle, it is basically sound.

Canada Northern Power Corporation for instance, in this forthcoming issue of 5,000 preferred shares, offers to its customers a means of not only aiding in the development of this Northern Country, but of reducing the cost of their electric service to themselves by applying against their accounts for light and power the practical rebates represented by the dividend cheques which will be distributed every 90 days.

The local company points out that in adopting "Customer and Employee" ownership it is simply bringing itself into line with the most progressive utility companies on the continent. It invites Northern Ontario dollars to remain at home, to work for the advancement of this territory, and under the watchful eyes of their owners.

The limit of purchase has been fixed at ten shares to any individual, so that the benefits of partnership in this substantial and growing utility company may be shared by the many instead of the few.

That since 1924, when the preferred shares were first issued, all dividends on them have been paid in full tells a convincing story of the soundness of the investment.

The sale is advertised to last from September 3rd to 14th, but so widespread is the interest already aroused that officials confidently expect the experience of last year will be repeated and the sale closed in less than half the advertised time.

Clever Girl Student is a Haileybury Visitor

Miss Myrtle Pepler, a cousin of Dr. R.H. O'Neill, who has been visiting in Haileybury for the past month, is apparently a very clever student. The Hanover Post in a recent issue has the following to say about her success in the examinations this year:

"In the Fourth Form, Miss Myrtle Pepler tried the exams in eight subjects of the Middle School and passed with honors in every subject. This is a record for the Province. This is the student who two years ago won the Dr. Jamieson Scholarship Medal for composition."

On Saturday Miss Pepler received a message to the effect that she had won two first class honors on two university subjects as well. She is only sixteen years of age and plans to enter Queen's University with the opening of the fall term.

THE RHYMING OPTIMIST

Hilltops

Only the hilltop can show it all—
All the country your path led through,
Past meadow, lowland and waterfall,
Through vistas forever new.
Here and here only the road is plain,
And you see how it led you a-right
Over mountain, defile and plain,
To the peace of this sun-sweet height.
Yet never, ah, never! quite content,
Still bravely struggling on,
Touched by shadow sometimes you went,
Till you climbed to this land of dawn.

Only from hilltops of life can you trace
Clearly, the way you came,
Wilderness, desert and rock-strewn place
Led you up to greet dawn's fair flame.

One Fight More

When we feel strength ebb and our courage go,
As we face the ranks of a dreaded foe,
When the arm is weak and the heart is sore,
We must nerve ourselves to fight one fight more.

For with one fight more it may all be well,
We may conquer fortress and citadel,
We may win at last to the sun-bright heights
And taste the wine of our dreams delights.

Though we struggle onward with hard-drawn breath,
Though we gaze in the very jaws of death,
We must go as the brave all went before,
With each sinew strained to fight one fight more.

For this is the road where no coward fares,
This is the way that no craven shares,
And a man is a man to his being's core
If he goes to the last fighting one fight more!

Mr. J. E. Derragh, and son, Harold, left on Monday for the Kowkash mining district.

Health Service of the Canadian Medical Association

Weight as a Measure of Health

Anyone who has read about health will have noticed that a considerable amount of importance is attached to the question of weight. The doctor's office, the health centre, the school, are all furnished with weight scales, and part of the medical examination consists in the weighing of the person who is being examined.

The fact that a child weighs a certain number of pounds does not enable the doctor to classify that child as healthy or unhealthy. If, however, the child is considerably under or over the average weight of children of the same age and height, this fact suggests that there may be something wrong which requires investigation. The important point about the weight of a child is that there should be a regular gain in weight. This means that every child should be weighed regularly in order that it may be learned whether or not there is a steady gain. Too much importance is not to be placed upon the difference between two consecutive weighings, and in order to have weights which may be fairly compared, it is necessary that they be made at the same time each day and with the same amount of clothing. When there is loss of weight or when weight remains stationary, it means that there is something wrong with the child's manner of living.

The reason may be insufficient or improper food, it may be the eating of candy between meals, which prevents the child from being hungry at meal time, but the most common cause has nothing to do with food; it is due to

lack of rest, late bed-time, an uncomfortable bed, or an unventilated bedroom.

There are many points which affect the weight of the child, among which are included racial or family peculiarities, but the fact remains that the child who is free from physical defects and who lives a hygienic life gains regularly in weight. For these reasons, although not expecting too much from it, it is a wise thing for parents to have their child weighed regularly and also to see that the school which he attends has a weight scale. In

this manner, it is possible to keep a check on the health progress of their child.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered.

Infant Welfare CLINIC

EACH THURSDAY

COLUMBUS HALL 3 to 4 p.m.

How Much Life Insurance Should a Married Man Own?

THE average married man of 30 years of age should figure to own the following amount of life insurance:

- If he earns \$2,000, he should own \$5,000.
- If he earns \$2,500, he should own \$7,500.
- If he earns \$3,000, he should own \$10,000.
- If he earns \$4,000, he should own \$15,000.
- If he earns \$5,000, he should own \$25,000.
- If he earns \$7,500, he should own \$40,000.
- If he earns \$10,000, he should own \$60,000.

Any man earning over \$10,000 a year has probably figured the income his family will need if he dies while his family are dependent, and has provided accordingly. We are pleased to advise men about the right type of policy to purchase, having regard to current earnings, family responsibilities and future prospects. Let one of our trained men go over your estate. It will help you. Address your inquiry to:

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Head Office: TORONTO

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MARMALADE SHIRRIFF'S PURE ORANGE 16-oz. Jar 21c

LOAF SUGAR 3 lbs. 29c

Domino Blend Tea ENGLISH BREAK-FAST STYLE 1-lb. Pkt. 65c

DELMONTE PEACHES HALVES OR SLICED Tin 27c

SNAP HAND CLEANER 2 Tins 29c

LUX TOILET SOAP 3 Cakes 21c

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