

BE BEAUTIFUL

By ELSIE PIERCE
FAMOUS BEAUTY EXPERT



CLAIRE TREVOR's eyebrows are arched becomingly. This effect can be easily achieved with wax and minimizes eyebrow care.

WAX EPILATOR GAINING POPULARITY

A good many women have been complaining that the sun seems to increase the soft down on the face. It is true that exposure to the strong sunshine does have that effect. Not only that, but in the sun superfluous hair becomes more apparent particularly any dark hairs on the upper lip and chin. Of course, bleaching is the first thing to try. It may obviate the necessity to remove the unwanted hair by making it practically unnoticeable.

For those who wish to remove the hairs, however, next to electrolysis which is the only fairly permanent method I know of, the wax epilator is becoming more and more popular. I am really amazed at the number of women who are using it for removal of unwanted hair on upper lip and chin, for superfluous hair from underarms, legs, arms.

An acquaintance remarked that one sees less and less of hairy legged Shebas at the beaches now-a-days. To which another friend replied "small wonder, with all the lovely preparations that make hair removing so easy." Her own legs are entirely free from hair and the skin is smooth as silk, none of the harsh feeling or stubble that often comes after shaving or removing the hair with inferior depilatories.

The wax epilator is even used in some of the country's finest beauty salons for removing hair from the eyebrows, arching and shaping them by

At Last! A Use for Goldenrod Found

By "SHAKES"
Goldenrod, national flower of the United States and the bane of some hayfever sufferers' existence may some day become a commercially valuable crop.

It seems that Mr Edison's laboratories, in search for something from which rubber might be made in the United States, hit upon the tall autumn flower as a possible source. They began to "select" the various species of goldenrod in order to produce one that would contain a high percentage of rubber. The most valuable one they produced by selection is known as "Solidago leavenworthii," and though it might be intimately associated with a great institution in the United States, the late Mr. Edison's staff doesn't go into that phase of their work.

Goldenrod, say they, can be grown quite easily in any state of the union and we know that it could be raised conveniently in some parts of Canada. No one grows goldenrod for sale yet, but some day, years hence, it may be listed as a commodity on the market, along with wheat, gold, and so on.

The United States has been very worried since the years 1923-27 when the price of rubber skyrocketed and have, since that time, been actively engaged in the search for a substitute for the British controlled tropical rubber product. Just now the price of rubber is so conveniently low that they need not worry, but just in case the 1932 performance should be repeated, they have their trade ammunition ready. Once domestic rubber found a market, it is doubtful if the imported stuff would ever be let in again. This is the bugaboo that worries the big rubber producers.

Specimens of Mr. Edison's rubber goldenrod produce 12 per cent. rubber, which research men consider a very favourable sign. The rubber made from the goldenrod is not of as high a quality as that produced in South America or in the rubber plantations of the East Indies. Still, it is rubber and is reported to make good tires, among other things.

Not content with leaving the production of rubber in case of need to the formerly despised goldenrod, the United States government has under cultivation in Florida, something like 30,000 Hevea trees. The Hevea is a native of the tropics but by various "breeding" or selective methods, United States has persuaded it to survive the Floridian winter.

A third possible producer of rubber for the United States came across the border from Mexico. It is a bushy little shrub called the guayule which has been carefully planted in neat rows on some farms in California.

So, if some day in the future, a salesman asks you if you prefer Hevea to guayule-rubber, you'll know he just wants to know whether you side with California or Florida in the weather argument.

Canada is not likely to go in for the synthetic production of rubber now, or in the future. The British Empire has too strong a hold on the rubber producing industry of the world and the British Empire itself produces huge amounts of the substance that is daily finding a wider field of application.

Good Report by the Excelsior Life Co.

Large Increase in Business in Last Few Years. Outlook for 1935 Exceptionally Good.



ALEX FASKEN, K.C.

President of The Excelsior Life Insurance Company, who presided at the Company's forty-fifth Annual Meeting.

The forty-fifth annual report of the Excelsior Life Insurance Company was presented at the annual meeting by President Alex. Fasken, K.C. The report is most encouraging.

Insurance, issued and revived, totaled \$14,738,453.25 for the year, while the total insurance in force at the close of 1934 amounted to \$89,074,734.33. The insurance in force is now over thirty-one millions higher than in 1924 which represents an increase of 54 per cent. in total business in the past ten years.

The total income for the year was \$2,244,275.87. Of this amount \$470,- represents net premium income, in which there was an increase of \$73,- 775.26 over the previous year.

Payments during the year to policyholders or their beneficiaries totaled \$2,244,275.87. Of this amount \$470,- 012.67 was paid in death claims, \$498,- 731.51 paid on account of matured endowment and investment policies, \$350,942.34 paid as profits to policyholders and \$924,589.35 paid in surrender values, disability payments, annuities, etc. Of the Excelsior Life's payments in 1934 to policyholders or their beneficiaries, 78.6 per cent. was to living policyholders and 21.4 per cent. was in payment of death claims.

The mortality experience continued to be favourable in 1934.

The assets for security of policyholders now total \$19,157,579.59, an increase during the year of \$296,154.71. At the close of the year the assets were made up of the following:

20.16 per cent.—First mortgages on improved real estate.
50.71 per cent.—Bonds and debentures.
20.67 per cent.—Loans on Company's policies.

6.56 per cent.—Real Estate (including the Head Office Building)
1.33 per cent.—Preferred and Common Stocks.

57 per cent.—Cash, etc.

In their report the directors state: "It is gratifying to state that 63.09 per cent. of our bonds are obligations of the cities, provinces, or Government of the Dominion of Canada."

Surplus funds amount to \$2,688,858.-68, of which \$439,361.00 has been apportioned to deferred dividend policies.

In an interview, A. C. Galbraith, general manager of the Excelsior Life, stated that the satisfactory showing for 1934 was in no small part due to the introduction early in the year of the "Personal Pension Policy" under which plan a combination of benefits was made available in convenient units, and which had met with a good reception from the insuring public. He also reported a very material strengthening of the Company's field from Coast to Coast, and was confident that the Company's outlook for 1935 was exceptionally good.

The opinions of Major Galbraith are strongly supported by Mr. Percy Youtten, District representative of the company at Timmins.

Collection of What is Known as "Irishisms"

The following are starting on the "rounds of the press":

An Irishman, accused of being drunk, protested that he was sober, whereat his companion retorted: "If ye was sober, ye'd have the sense to know ye was drunk."—W. H. Hudson, Land's End

I never saw a man with one short leg, but that the other one was longer.

"I would go to war willingly," said an Irishman, "if I were compelled to go."

A voice on the telephone was overheard to say: "I can hear you until you begin to talk, then I cannot understand a word you say."

If I only knew where I was to die, I would never go near the place.

Upon seeing grapefruit for the first time an Irishman said: "Thim's pretty big oranges and it wouldn't take many of thim to make a dozen."

Do I believe a woman can amount to as much as a man? No I do not. How can she when a man has got a wife to help him?—C. D. Stewart

An orator in the House of Commons, after denouncing all the public abuses he could think of, sat down on his hat. An Irishman immediately rose, full of the whole wealth of Irish humor, and said, "Should I be in order, Sir, in congratulating the honorable gentleman on the fact that when he sat down on his hat his head was not in it?" G. K. Chesterton.

North Bay Nugget:—The wonder is that the Saar problem has been solved without getting Washington to send a battalion of marines over there.

Some Menus for Use in School Lunch Box

Consider the Matter of Variety in Lunch Box Menus. Sandwiches are Ideal for Packed Lunches.

(By Barbara B. Brooks)

The mid-winter season might be called the "zero-hour" when it comes to school lunch boxes—for those who open them as well as those who pack them. If you must pack lunches every day, or even occasionally, a New Year's resolution or a new deal is probably in order. It has been long enough since the beginning of the school year for lunches to become monotonous to plan and to eat.

First of all, check the equipment. Do the necessary repairing or replace the old lunch box with a new one. Are the lids of jars for liquids tight. If they have rusted, get some new ones. If there is a thermos bottle, it may need a new cork. Printed waxed paper and attractive paper napkins will help to brighten up the box too.

After you have done the best you can for the equipment, consider the possibilities for variety in your lunch box menus. This is especially important if the lunch is not supplemented by a hot dish at school.

In the winter season the choice of fruits and vegetables is limited unless one lives in the larger cities. Stewed dried fruits or canned fruits are good and if small jars with tight fitting lids are used, can be packed satisfactorily. Give all the variety possible in canned fruit. The dried fruits may be made different by combining several kinds, such as apricots and prunes, or raisins, apricots and pears. Do not sweeten them too much. Drying develops the natural sugars of fruits so that most of them are sweet enough without adding sugar in cooking. Long soaking and little cooking will give firm fruit. Spices, such as cinnamon with a dash of cloves for prunes or apricots, nutmeg with pears give new flavors. Other fruit juices especially lemon or orange are good. Some of the grated rind should be cooked with the fruit.

Sandwiches are ideal for packed

BEE HIVE GOLDEN CORN SYRUP

A GREAT ENERGY FOOD

lunches, but they do get monotonous. Fancy breads made with nuts and fruits are good for a change and a simple cheese filling or plain butter or jam is all that is needed with them. Don't overlook the possibilities of chopped, raw vegetables, such as carrots, radishes, celery and cabbage. These satisfy the craving for something fresh and crisp and can be used often without monotony.

Ready-to-eat cereals can be substituted for sandwiches occasionally. Some children enjoy a cereal lunch every day. Be sure the cereals are fresh and crisp. In damp weather toast them in a hot oven if the package has stood open for several days. A wide-mouthed half pint jar is good for packing. Fill the jar about half full and cover tightly. If sugar is desired, it can be put right on the cereal. Milk or cream should be carried in the thermos bottle or in a container which can be kept in a cool place. Often milk can be purchased at school. Hot milk is good with cereals, too, and can be carried in a thermos or heated at school. A combination of two cereals, such as corn flakes and bran, or the addition of fruits give further variety.

An important advantage of a cereal luncheon is that many children will use milk on cereal, although they do not like it to drink. Cereal and milk makes a satisfying luncheon which is nourishing and easily digested. Some cereal lunch box menus and other suggestions are as follows:

- Banana
- Corn Flakes and Bran Cereal
- Milk

- Peanut Cookies
- Vegetable Soup
- Devilled Egg
- Bran Bread Sandwiches
- Chocolate Brownie
- Milk
- Whole Wheat Biscuits
- Hot Milk
- Apple Sauce with Raisins
- Spiced Prunes
- Bacon Brown Bread Sandwiches
- Hot Baked Beans
- Milk

GREATER MINING ACTIVITY BEING SHOWN IN GREECE

The mining fever has struck Greece. There has been a greater demand for Greek ores and minerals, chiefly iron pyrites, chrome, magnesite, manganese and emery, which has brought about the formation of several mining companies formed entirely with Greek capital, according to the Industrial Department of the Canadian National Railways. One of these companies is about to develop the bauxite deposits of the Parnassus and another the silver-lead ores of Milos, names familiar in ancient Greek history. Greece's best customers are Germany (the most important), the United States, Holland, Great Britain and France. Germany buys principally iron and iron pyrites, the United States chrome; Italy magnesite; Holland iron, calcined magnesite and emery; Great Britain silver-lead ores and magnesite; France silver-lead magnesite and emery.

Official Handbook of Canada Issued for 1935

The Dominion Bureau of Statistics announces the publication of the 1935 edition of the Official Handbook of Canada, which will be ready for distribution early in the New Year.

The Handbook describes the present economic conditions of the Dominion in nineteen chapters, dealing with all phases of the country's economic organization, and statistics are brought up to the latest possible moment. The text is accompanied by a wealth of pertinent illustrative matter, which adds to the interest of the subjects treated.

The frontispiece has been specially designed to commemorate the Jubilee of His Majesty's accession to the Throne, which is to be celebrated on May 10, 1935, and a message from His Excellency the Governor-General accompanies a recent photograph of the King.

The text and page illustrations are printed in tone, and there are two lithographed inserts illustrating (1) the territorial evolution of Canada and (2) the distribution of the leading racial origins according to the Census of 1931.

The price of the publication is 25 cents per copy, which charge covers merely the cost of paper and actual press work. A special price has been authorized in the case of teachers, bona fide students, and ministers of religion, since past experience has shown that considerable use has been made of this publication for education-

al purposes, and it is the policy of the Minister to encourage such use. To such individuals, therefore, the price is set at 10 cents for one copy. Postage stamps are not acceptable, and applications must be accompanied by a postal note or by the appropriate coin enclosed between two squares of thin cardboard gummed together at the edges. Applications should be addressed to the King's Printer, Government Printing Bureau, Ottawa, Canada, and since the supply is strictly limited for both the 25-cent and ten-cent classes, early application is suggested.

School Inspectors Hold Conference at North Bay

Last week there was a conference of the Northern Ontario public and separate school inspectors held at North Bay. Among those attending the conference were—Hon. Leonard J. Simpson, M. D., Minister of Education; Mr. Duncan McArthur, Deputy Minister of Education; V. K. Greer, Chief Inspector of public and separate schools; Dr. J. B. MacDougall, Chief Attendance Officer; J. D. Campbell, Toronto; T. K. McEwen, Sharbot Lake; L. Skuce, Sudbury; C. X. Charron, Sturgeon Falls; A. Gascon, Sudbury; A. F. Brown, Haliburton; W. R. McVittie, Cochrane; H. E. Edson, Kirkland Lake; R. R. Maurice, Cobalt; S. Shannon, Kenora; O. M. MacKillop, Sudbury; C. B. Stevenson, New Liskeard; G. W. L. Johnson, Bracebridge; N. R. Wightman, Gore Bay; W. A. Wilson, Fort Arthur.

Newspaper Enterprise as Shown in Jersey Case

(From The Northern News)

In view of the thousands of columns published in newspapers (not this one) on the Hauptmann trial, anyone who is in the business or is an intelligent reader will wonder at the hysteria which has accompanied reporting and ultra-reporting of the case, not to mention the calousness with which newspaper columnists have tried the case before her jury.

There is a certain type of newspaper work that smells. True enough, there are legitimate news and dramatic value in the arrest of the suspect, just as there was in the actual kidnapping. But no possible good can be gained, no useful information imparted by the reams of sob stuff written and to be written on the case.

Newspaper enterprise that puts over a worthy cause, that rights a wrong, points to an evil, caters to legitimate sentiment or humor, is the power that makes the world go round.

But there is another type of "enterprise." The editor of a tabloid newspaper, quizzed on publication of the autobiography, so called, of a murderer awaiting execution, recently described the feat as "newspaper enterprise." He admitted that the story had not been written by the woman herself, but by a "ghost writer" who, spent four hours in her cell talking with her.

The woman herself, and the prison matron corroborated her, said that she understood that the material was being compiled for her appeal, and that she distinctly asked whether or not it was for newspaper publication.

The editor stated that "a substantial sum of money had been paid to the woman's attorney."

The publication in question, with many other such, is freely circulated in Canada. But it is not, one is proud to say, a Canadian one.

And Canada does not, and never will want, "newspaper enterprise" of that sort.

St. Mary's Journal—Argus:—Jones' wife thinks the world of her husband. "Does she?" "Yes, she even believes the parrot taught him to swear."

Northern Tribune, Kapuskasing:—Two men enquired from the town clerk of Kapuskasing the other day if they required licenses to carry a flashlight in the bush. Not yet. The federal and provincial governments haven't overlooked many avenues of taxation, but they haven't thought of this one so far.



FREE!

When the party begins to lag—be the one to pep it up! Tell fortunes from tea-cups—read the cards—foretell the future from the stars. So simple a child of twelve can do it—do it as convincingly as a professional if you have

BUCKLEY'S FORTUNA

and you can get a copy of this new and simple system of fortune telling absolutely FREE. Just attach this advertisement to front panel of Buckley's Mixture carton, or four empty Throat-Aid boxes and mail to W. K. Buckley Limited, Toronto, for your free copy. Buckley's is the supreme remedy for coughs, colds, bronchitis and asthma. It acts like a flash—a single sip proves it. Buckley's Throat-Aids keep your throat moist, your breath sweet. Wonderful for smokers, singers, etc.

BUCKLEY'S MIXTURE

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AYLMER PEAS No. 2 Tins 2 for 27c
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Standard Quality WAX or REFUGEE BEANS - 2 for 25c
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BULK
Macaroni 5 lbs. 25c

Good Quality
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COOKING ONIONS 10 lbs. 23c
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(FLAKES) LUX Large Package 20c 3 Small Pkgs. 27c

Boneless Pot Roast LB. 10c
Short Rib Roast LB. 12c
Fender Blade Roast LB. 10c
Hamburg Steak 3 lbs. 25c

Boneless Fillets of Veal LB. 14c
Choice Bologna Sliced lb. 12c
Dry Salt Bacon LB. 16c

TIGER CATSUP - bot. 17c
Artificial EXTRACTS - 8-oz. bot. 23c
BRAN, Kellogg's - pkg. 22c
Aylmer INFANT FOODS - 2 tins 19c
DATES - BULK - lb. 10c
Sunlight SOAP - 10 bars 65c

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