

NEWS AND VIEWS FOR WOMEN READERS

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Sole Representatives for North America  
 Harold F. Ritchie & Co. Ltd., Toronto



**Fascinating Costume Details**  
 By ELEANOR GUNN

The only new feature of the hat and scarf set is that it may be of such infinite variety. Just now, there seems to be an interest in plain scarfs which are bordered with contrasting color or by a printed material.

Even though the sun is high in the heavens, women appear to prefer the scarf as a choker, which sets one to speculating on the possibilities of high collars for fall. Whatever the fate of the scarf by that time, it is "in" just now and adds not only decoration but responsibility to the summer costume.

black satin with a brilliant Chinese motif, while the third bag belongs to a different type and is developed in satin, embroidery and beads.

The beaded bag has become a classic, that is, the tapestry type fashioned of fine beads and handsomely mounted, which brings to mind an interesting use of this type of beading recently seen. Across the front of a black satin hat with softly draped crown, such a piece of beading was introduced, the edges applied with black floss to the hat, and the beaded section like the satin being softly draped. It is not in the strictest sense of the word, new to bead a hat. Some are quite finely beaded with crystals and pearls, while others have huge nail head beads, reminding one of spiked armor.

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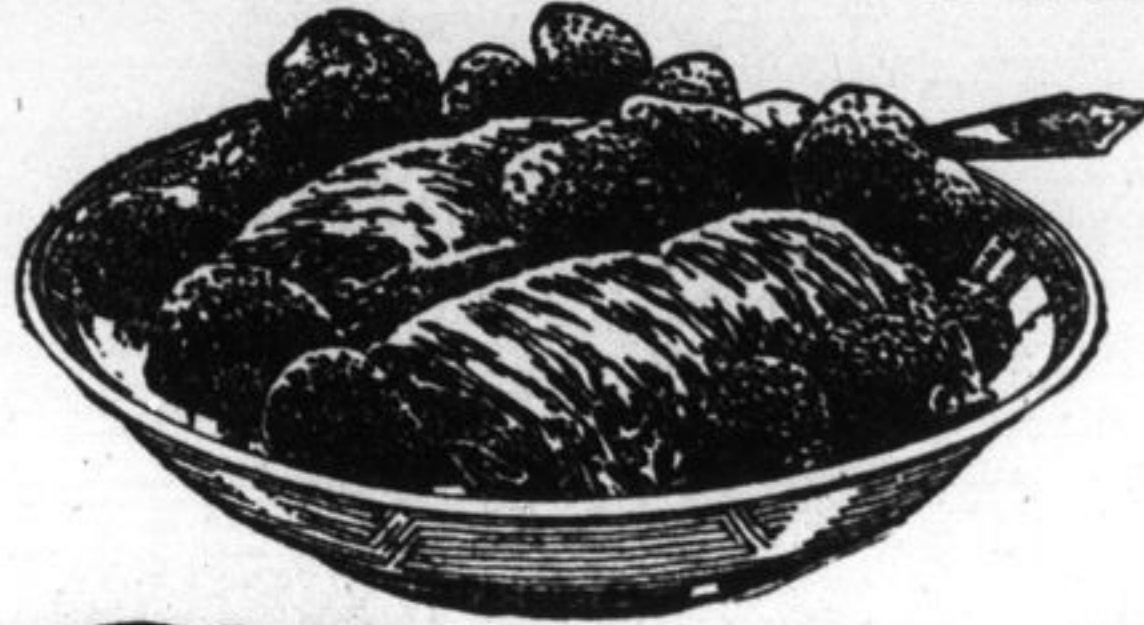
**RED COLLARS AND CUFFS**



It is so perilously easy to have the component parts of one's costume out of sympathy one with the other. Not only is a colorful scarf liable to clash with a colorful purse, but the two may be designed for entirely different occasions. Fortunately, there are sports purses as well as dressy ones, for just now the world and his wife, to say nothing of their children array themselves as though they were ready for any sort of a country expedition. Sports clothes are the dominant note of the season, and one should take care that the costume details should be the expression of one mind.

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for breakfast, for lunch, for dinner—big, ripe, red strawberries piled on top of Shredded Wheat and eaten with cream and sugar—a wholesome, nourishing combination for youngsters and grown-ups. A delicious short-cake made in a jiffy without cooking—no white flour soggy dough—just crisp, flavory shreds of whole wheat with berries—the best food on earth, with no kitchen work or worry, and all the iron and all the bran you need to keep the bowels healthy and active.



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 Niagara Falls, Ontario

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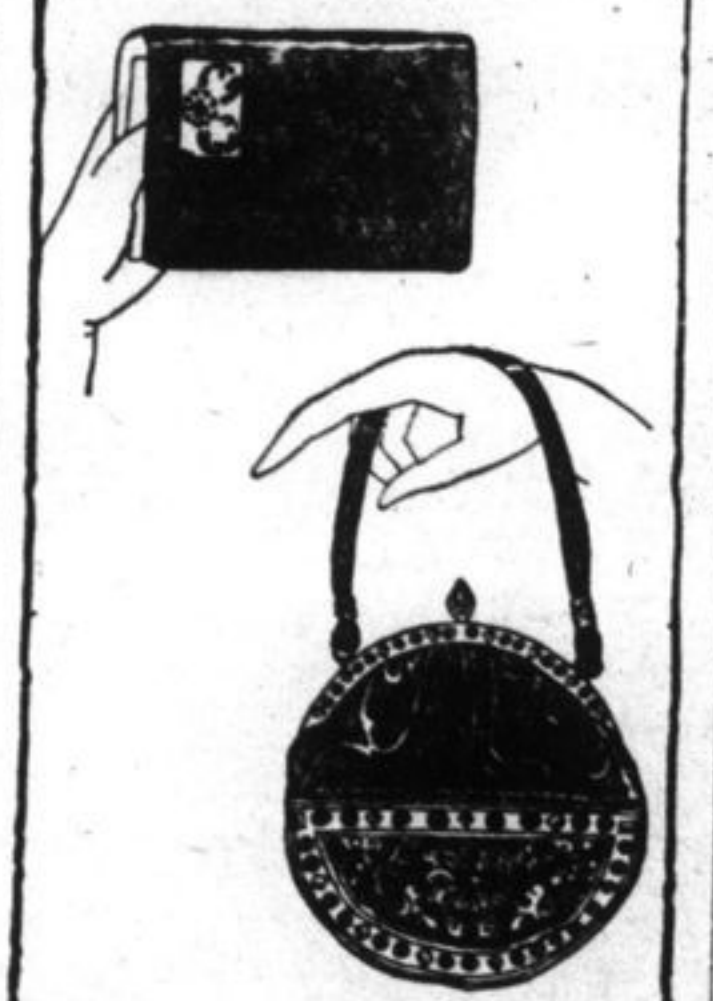
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There are more than 12,000 foxes on fox farms in the United States.

**Where is Old Age?**  
 Young ten once deemed sixteen was old,  
 So old and wise and grown  
 That when that stately age was his  
 Crude youth would all be flown,  
 But when sixteen was come at length,  
 In twenty saw he age;  
 Then twenty came, but then Old Time  
 For thirty set the stage,  
 But thirty had such romping feet—  
 "Twas forty that was old;  
 Yet forty had such busy wings  
 And said he had been told  
 When fifty comes, 'tis age, indeed.  
 Ah, strange it was to know  
 When fifty found so much to do,  
 And was so loath to go,  
 That nothing less than sixty years  
 Could walk where forty flew,  
 Still sixty came with easy stride,  
 And, cannily, he knew  
 Old age is always just beyond,  
 Of future years 'tis sung—  
 'Tis just a going on ahead  
 To be forever young.  
 —Mona Joseph Simmons.



**Over 36,000 last year**

"Hello, Mrs. Brock, do you know who's speaking?"  
 "No, I haven't the faintest idea."  
 "It's Irene — we just had our telephone installed and I thought you would like to know our number."  
 "Why that's fine, Irene, I've often wished your mother had a telephone."  
 And so Mrs. Brock returns to her paper with a new and greater appreciation of the fact that "every new subscriber adds to the value of YOUR telephone."  
 Of the net gain of 52,018 telephones in Ontario and Quebec in 1923, over 36,000 (or 70%) were installed in residences.  
 Merchants and shop-keepers should not overlook this large addition to the number of householders they can reach by telephone.

W. A. G. SPRIGGS  
 Manager



Every Bell Telephone is a Long Distance Station



Queen Helena and Queen Mary were escorted through the Canadian Pacific Pavilion at Wembley by Lord Stevenson, with whom they are seen leaving the building. The policemen are members of the Canadian Pacific detachment from various parts of Canada.

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