

First Life Insurance Company.

The first life insurance corporation was organized in Philadelphia in 1809. The growth of life insurance during the century following has been marvellous.

PUBLIC SCHOOL GIRLS SERVE
DINNER AT 33 CENTS A PLATE

City Officials Entertained at the Boyle Memorial School Yesterday.

PROVE VALUE OF STUDY

Domestic Science Department Tenders First of Demonstration Meals.

Thirty-three cents a plate, or a total outlay of \$33.33 for a dinner party of fifteen, was the accomplishment of the domestic science pupils who entertained a number of the city officials and their own fathers at a dinner given last night in the Boyle Memorial School. This dinner, tendered under the direction of Miss Hazel Cunningham, was the first in a series of demonstration dinners in the public schools, to prove the value of household science work, and was an undoubted success.

For thirty-three cents the guests were given clear tomato soup, roast pork and apple sauce, mashed potatoes, lima beans, cabbage salad, bread, tea biscuits, blanc mango pudding, coffee and candy. And the whole menu was served in the daintiest and most efficient manner possible. Even quaint lantern-shaped place cards were not forgotten, while

SECRET OF HIS SUCCESS

One of the most noted, successful and richest men in this country in a recent article said: "Whatever I am and whatever success I have attained in this world I owe it all to my wife. From the day I first knew her she has been an inspiration and the greatest helpmate of my life." Health is the first essential of every woman who wants to be a successful wife and to hold the love and admiration of her husband. If a woman finds her energies flagging and dark circles appearing under her eyes, she has headache, nervousness, and "the blues," she should take Lydia E. Pinkham's Vegetable Compound, the medicine which holds the record of helping 98 out of every 100 women who try it. There is nothing better.—Adv.

Aunt Martha's
HOUSEWIVES' COLUMN

I believe the Dominion Store man in your neighborhood knows more kiddies than most anybody else. Little and big, he knows nearly all of them.

Their mothers give them a basket or bag and send them trotting along down to the red front Dominion Store. They tell the friendly man there what mother wants, or if they are too small, they just give him a piece of paper with the day's list written on it—and he sees that they get the best there is. Maybe they even get a piece of candy for themselves, from their old friend the Dominion Store man.

For each of the 300 Dominion Stores is a real neighborhood store. Its manager looks on his store as food headquarters for the people nearby. Courteous service, and special attention to children are daily habits with him.

You can confidently send your littlest ones to the Dominion Store. There they will always get high quality foods at low prices that mean steady savings.

It's this certainty of savings that attracts a million customers a week to the hundreds of Dominion Stores. Careful housewives used to spend hours of time and hard work, walking around on hard pavements, searching the markets for good food at bargain prices. Now they know that even a child can do as well as they. Dominion Store price is a bargain price, and Dominion foods are always clean and fresh.

Aunt Martha

DOMINION STORES
LIMITED

Canada's Largest Retail Grocers



"By Jove—it's cold!
Must get myself some
of that jolly old
Italian Balm
that the girls use
It's all to the merry
after shaving—what?
Campana's—of course!"

WOMEN and THE HOME

How Can Women Best Help the World?

Dorothy Dix

Says Woman's Greatest Work Is Intelligent Motherhood

If All the Mothers in the World Would Bring Up Their Sons and Daughters To Be Good Husbands and Wives, the World Would Change, as If By Magic, to a Happier Place.

As a sex women are highly altruistic. There isn't a movement in the world for the uplift of humanity or for ameliorating the sorrows of the poor and helpless that does not owe its existence to women.

It is women who support the orphan asylums, the homes for old men and women, the reformatories, the houses for the blind, the places of refuge where the man just out of prison can go and gather himself together before starting out on a better life. It is women who nurse in hospitals, and who carry on mainly the work of the Red Cross and the fight against the great white plague.

Joan of Arc is the great feminine heroine, and the women that other women most are not the great beauties and sirens of history, nor the famous actors and writers, but the Florence Nightingales and Frances Willards who have been able to do some great service to their fellow creatures.

And deep down in her secret heart, if every woman was granted the wish, it would be to be able to help her day and generation to make others happier, and to perform some miracle that would make life easier for all who come after her.

Well, little as she realizes it, that power lies in the hands of every woman who has children. In her hands lies the remedy for the greatest sorrow that tears at the hearts of men and women. She can wipe away half of the tears of the world. She has the magic that can change innumerable lives from misery to joy.

For the greatest trouble in the world is domestic trouble. The bitterest disappointment is a marriage that is a failure. There is no place of torment so hard to endure as a home of bickering and strife. No enemy can stab you to the heart as does a cold, selfish, unkind husband or wife.

It lies within the power of mothers to put an end to all this misery, to stop divorce and the breaking up of homes, and to provide every man and woman with a good husband and wife, to make every home a prosperous and peaceful one, and to save other mothers from the agony of seeing their children mistreated by the men and women to whom they are married.

There is no more appalling thought than that every woman could raise her children up to be good husbands and wives, and that she does not do it. On the contrary, nine times out of ten she brings up her sons and daughters to be exactly the kind of husbands and wives from whom she prays God on her knees to deliver her own precious darlings.

Most likely the woman is herself the victim of another woman's cruelty. Her own marriage has been wrecked because her husband's mother never taught him to treat women with any courtesy, or consideration, or chivalry. He was never brought up to consider a woman's feelings, or even to extend to her common justice. As a result, his wife has had to walk on eggs to keep from rousing a demoniacal temper. She has had to wait on him hand and foot. She has had to wheedle every penny out of him, and never since her wedding day has her husband made one move to entertain or amuse her.

It would seem that a woman who had been through the arid desert of such a marriage would save some other poor girl from such a fate by raising up her son to be a good husband. You would think that she would teach him what a terrible crime it is to take a woman's life into his hands and break it; that she would teach him to be gentle and tender to his wife; that she would impress upon him that a woman earns her share of the family income, and that it should be given to her right instead of being doled out as alms.

You would think that she would ground him, from his infancy up, in the knowledge of all the little things that make a marriage a failure or a success to a woman—the little attentions, the little treats, the word of praise, the compliment on a new dress or hat, the little things that make a woman's heart sing with joy, and that makes marriage worth while to her.

The great majority of women, however, never even so much as think of training their sons to be good wives. Nor do they train their daughters to be good wives. Very few mothers would be willing to see their sons marry the kind of girls their daughters are.

Mother has raised her daughters up to be selfish and spoiled and lazy and extravagant, and she is ready to foist them without mercy on any poor young fellows who are taken with their pretty faces. But heaven defend her own boys from marrying girls who have never considered any other human being in the world but themselves, and whose only law is their own pleasure!

You even hear mothers boast that they have never taught their daughters how to cook, or sew, or keep house, yet the very foundation of domestic happiness and the prosperity of the family depend upon the wife being a thrifty manager and making a comfortable home.

Nor do women instill into their daughters' minds the truth about marriage—that it is an obligation that they take upon themselves, and that they have no right to throw it up and quit because it is full of hardships and self-sacrifice instead of being the joyride they thought it would be.

Neither do mothers pass on to their daughters their own hardly won knowledge of how to get along with a husband, how to bear with him and forbear, how to jolly him and handle him with tact and diplomacy, yet that precious bit of information would save many a marriage.

Believe me that the most important question that any mother can ask herself is: "Am I raising up my son and daughter to bless or curse the woman and man who marry them?"

Dear Miss Dix—From one year's end to the other I never receive an invitation to a party, dance or show. I am 18 years old and have never had a real, honest-to-goodness boy friend. I've gone swimming with friends of my brother and played tennis with them, but that is as far as it goes. They never ask me if they may come around to see me; they just take me for granted as a chum, as they would another boy. But I am a girl, and I'm grown up, and I don't like things to be that way any longer. Until I was eighteen I didn't care if all the boys tripped over the side of the earth, because I was too busy practicing the side stroke and the proper serve in my tennis game. I am just as fond of sports now as I ever was, but I am beginning to think I should have a little variation. And when your own chum tells you what a nice old maid you'll make, I tell you it is no joke. Maybe it is because I don't fall head over heels in love with drug-store cowboys or care for petting parties. But what's the use? I am as I am, and I guess I'll stay that way, unless you give me the magic password.

Now that I've told you what is on my mind, I think I'll go around to the pool and have a swim, a shower and a chocolate bar with almonds in it. DUNNO WASSAMATTER.

Answer:

Alas, my child, I know not the "Open Sesame" to the hearts of boys, or that inner circle where the girls all have dates, and dance their slippers off at parties. Apparently some girls are just IT, and other girls aren't, and no one knows how, nor why. But the gods have given you a sense of humor, and furnished your head with brains. And when a woman has that she finds, like Stevenson, that the "world is full of a number of things" to enjoy besides boys. And remember this for your comfort: That the girl for whom boys do not care is often the kind that attracts men and frequently makes a far better match than her flapper sisters.

DOROTHY DIX.

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LAFAYETTE'S BRIDE
HAS SISTER IN LONDON

Mrs. E. Webb, Wife of Ontario Hospital Bursar, Related to Guelph Woman.

A marriage of great interest to Canadians took place in New York City, February 1, when Miss Mary Smith of Guelph, daughter of Mr. Frederick Smith, also of that city, was married to Captain Gene Pierre Robert Malvoisini de La Fayette, great grandson of Gen. La Fayette, de La Fayette. It is specially interesting to Londoners, as the bride is a sister of Mrs. Edmond Webb, Dundas street, this city. Mr. Webb is bursar of the Ontario Hospital. The La Fayette family dates back to the time of Louis XV of France. At the time of the American revolution in 1777, Gen. La Fayette rendered valuable assistance to the American cause, and was rewarded by the United States with a grant of \$200,000 and a township of land.

WEDDINGS

FETTING-LAKE.

The Methodist Parsonage, Thamesford, was the scene of a quiet wedding Tuesday evening, February 5, when Mildred Bernier, eldest daughter of Mr. and Mrs. John Lake, was united in marriage to Arthur August Fetting, son of Mr. and Mrs. August Fetting of Sandusky, Michigan, Rev. Mr. Kirkpatrick officiating. The bride was handsomely gowned in navy silk canton crepe with corsage bouquet of silver grapes with corsage trimming, and black satin slippers with brilliant ornaments. The bride was attended by Miss

ALL FAT PEOPLE SHOULD KNOW THIS

Fat people owe a debt of gratitude to the author of the now famous Marmola Prescription, and are still more indebted for the reduction of this harmful, effective obesity remedy to tablet form. Marmola Prescription Tablets can be obtained at all drug stores the world over at the reasonable price of one dollar for a box, or you can secure them direct from the manufacturer, the Marmola Co., 4612 Woodward Ave., Detroit, Mich. This now leaves no cause for dieting or violent exercise for the reduction of the overfat body to normal.—Adv.

Telephone for Train Dispatching.

The telephone is displacing the telegraph in the work of train dispatching. It is said to be much more satisfactory in many ways.

ENO'S
FRUIT SALT

ENO'S is absolutely free from mineral salts or artificial coloring. ENO'S abolishes constipation by helping Nature keep you clean within. Try ENO'S—a dash each morning in a glass of water. It gives the mental and physical energy that only comes from perfect health.

Sales Representatives for North America
Harold F. Ritchie & Co., Limited, Toronto

Children Cry for
Fletcher's
CASTORIA

Fletcher's
CASTORIA

MOTHER:—Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants and Children all ages.

To avoid imitations, always look for the signature of *W. D. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

Now—
Just Supposing—

Candidly, we never did see any reason for a general lowering of furniture prices during February. Since, however, the public demands it, we must meet popular demand. Now, just supposing you fail to appreciate the value-giving?

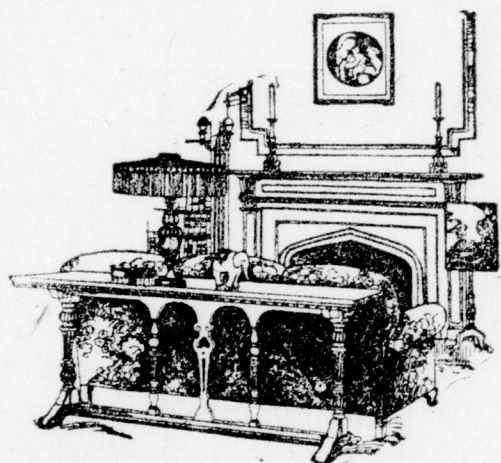
Chesterfields—the Embodiment of
Easy Grace and Subtle Charm—

PERHAPS CHESTERFIELDS did derive their name from that august gentleman, Lord Chesterfield. At any rate, all we are showing certainly possess that degree of elegance establishing the true mark of easy bearing. Added to grace and charm, Chesterfields afford luxurious comfort, coupled with lasting qualities.

Soft mohairs, in a wealth of combinations; rich damasks, with embossing of velvety velour, coupled with durable tapestries, in all manner of selection.

In passing, it would seem only necessary to say that special prices are being offered during February, for instance, a real fine suite at \$169 with a first payment of only \$25.

YOUR OLD FURNITURE TAKEN IN ON THE NEW



Liberal Club Terms
During February.

THOMAS