



You can have the new fashionably smooth arrangement for the fluffiest hair

THE newest hair arrangements—whether for long or for bobbed hair—are severely smooth. The hair may be waved, but it must follow closely the outlines of the head. The difficulties of giving this fashionably smooth appearance to unruly hair are easily overcome with Stacom.

Stacom
MAKES THE HAIR STAY COMBED

At all Drug and Department Stores.
GERALD S. DOYLE, Sales Agent

SIDE TALKS.

By Ruth Cameron.

THE FINE ART OF LETTING THINGS GO.

I heard recently of a great achievement. Last fall when we left the summer colony for the winter, the wife of one of the all year round residents had been quite ill. The day before we left her husband told us that he was much worried as the doctor had said that she had quite a serious organic trouble.

Of course our first inquiry, when we saw him this spring, was for his wife. His face lighted up. "She's ever so much better," he said, "she took things easy all winter and the doctor says she's going to pull out of it fine."

She Had No Help.

Later I asked a neighbor who Mrs. T. got to work for her down here where it is so hard to get help. "Why, no one," she said, "she does her own work."

"But I thought her husband said she took things easy this winter."

"Well, she did," said her neighbor, "she just let everything she could go. She made the children do the dishes (she has four children) and she did what had to be done and let everything else go."

Fancy being able with four children and a good sized house to take it easy! If that isn't a great achievement, I don't know what is.

She Gave Her Children the Greatest Gift.

How much more she has done for her children to give them back a healthy mother than if she had kept the house immaculate all winter and broken herself down!

What a sense of values to be able to select the essentials from the non-essentials! What strength of character to hold herself back from doing the thousand and one things that every mother sees to be done in her home, and that, if they are all done and done right, can keep her busy from sun to sun!

Afterward I heard some of her neighbors criticize her. That is, they didn't exactly say she shouldn't have done what she did, but they put it womanwise: "Well, I don't see how she stands it to have things looking so. I know I couldn't. It would just drive me wild."

Didn't Know They Were Parading Their Inferiority.

Their emphasis on the I was very self-righteous. I don't think they had the slightest idea that they were announcing themselves inferior in their capacity to deal with life.

The ability to let things go when it is desirable is as valuable as it is rare. Of course there are slipshod people who always let things go because they are too lazy to do them. But I think a capacity, such as this woman had, to do things when one is able, and to let them go when for any reason one is not able to, and at the same time to keep calm and unfretted and not to do things in one's mind all the while, is one of the biggest aids to sane, happy, worthwhile living.

CONFEDERATION LIFE.
apr21,3mos,50c

Polka dots of all varieties appear on the new printed bathing suits.

Many of the chiffon frocks are simply tailored, with long sleeves.

Our Montreal Letter

(From Our Own Correspondent)

ST. JEAN BAPTISTE CELEBRATION WILL BE BIG EVENT.

St. Jean Baptiste Day, June 24th, will be celebrated this year with much pomp and ceremony. In fact it will be the most pretentious celebration in the history of the local St. Jean Baptiste Society. Thousands of French Canadians from the New England States, and other points, will flock to Montreal to do honor to the Patron Saint.

One of the big features will be a parade containing thirty floats representing traditions and customs of the early settlers. There will also be twenty-five bands, choirs and representatives of sixty branches of the Society. At night a huge fireworks display will take place on the mountain.

Ald. Leon Trepanier, president of the St. Jean Baptiste Society, stated that the parade will be two miles long and surpass anything of its kind here heretofore. The celebration will be advertised extensively through the continent while one thousand guests will attend the banquet in the evening.

A mass will be celebrated at the foot of Mount Royal in the shadow of the huge cross erected on the summit by the Society. Mgr. Pietro di Maria, Apostolic delegate, will officiate and it is expected that thousands will attend the opening function.

SEVEN ROWDIES ATTACK POLICE OFFICER.

Constable Boucher, a young man on the force and doing duty at the Cartierville Police Station, was attacked by seven rowdies at the Cartierville terminus of the Tramway Company when he tried to stop them from crowding on a car bound for Montreal. The "toughs" beat and kicked him to the ground, and after firing a shot on the ground, struck him on the head with the weapon and fled. Two citizens tried to help the constable, but were beaten in their efforts by the rowdies and forced to retire. Two of the assailants lost their headgear in the melee and the policeman kept the cap and hat. One of the gang was found by Chief Marcell and men of St. Laurent Police Station, near Model City. He was hatless and had his face scratched. Taken to the Cartierville Station he was recognized by Constable Boucher and other witnesses, as one of the gang, and a charge of assault laid against him.

SPEEDING AUTOISTS WILL BE PUNISHED.

Hon. J. L. Perron, Minister of Roads in the Provincial Government, is determined to stop the abuse of speeding and other violations of traffic regulations on the Provincial roads, by a system of strict supervision. Expecting that the goodwill of the autoists could be depended upon the Roads Department, announced a few weeks ago that, instead of a spotting system, which was repugnant not only to the Government but also hurt the feelings of the public. Hon. Mr. Perron decided to have the whole traffic service controlled by 60 motorcycle officers, who would not collect fines, but warn autoists to keep within the law.

NEWFOUNDLAND SOCIETY HOLD AN "AT HOME."

The Newfoundland Society held their annual "At Home", here lately and was quite a social as well as a successful affair. It took place at the Edinburgh Cafe on St. Catherine Street, and consisted of dancing, cards and refreshments. About 80 couples took part in the dance to the strains of an excellent orchestra. After the dance and cards refreshments were served. Last year's "At Home" was held at Victoria Hall, Westmount, which since that time was visited by a disastrous fire that completely destroyed the well known and popular hall at Westmount. Great credit is due President E. C. James, and also, Past President, J. J. Grubert for the success of the event. Among those present were; Frank J. Jackman, J. Charles Langston, Jack Ewing, Samuel Ryan, E. C. James, J. J. Grubert, Mrs. Grubert, Miss Rose Forward, Miss Ewing, Miss Donnelly, and many others.

NEW IDEA IN EATING.—SANDWICH SHOPS OPENED.

The first of a number of Murray's Sandwich Shops to be installed here was opened at 609 Phillip's Square, and henceforth those who are in a hurry may have, "A meal a minute." It is an innovation so far as the city is concerned, and is proving very popular. It is a brand new idea in the way of public eating establishments. It is intended to feature sandwiches of the "three decker" species which in themselves constitute a meal. The interior of the premises is artistically designed in blue, orange and black.

and the attending waitresses are garbed in similar colours.

The patron sits at a counter in the most comfortable counter-chair ever seen in Montreal. Another feature is the menu-check system, a time-saving combination that will prove to be the most efficient method for paying yet introduced.

While the eating places are introducing novelties, the city is being filled with places specially fitted up with machines that show a part of the process of making orange juice, and this beverage is becoming a very popular drink. Along St. Catherine's, St. James, Notre Dame Bleury and other streets, the "Orange Juice" emporiums are doing a good business.

BRONZE TABLET TO MARK SITE OF HOCHELAGA.

A formal presentation of a bronze tablet set in a boulder, erected in front of the David Ross McCord National Museum of McGill University to mark the site of the Indian Village of Hochelaga was made by the curator of the National Commission of Historical Sites and Monuments. Dr. Fauteux discussed the historic significance of the spot and the necessity for the incantation of a national spirit, as realized through the lessons of the past. Dr. Stephen Leacock on behalf of Sir Arthur Currie accepted the gift. Members of the historical society were present at the ceremony.

PREPARING TO SPEND A FEW DAYS IN THE COUNTRY.

With the approach of the summer months, preparations are going on, in many organizations, getting ready for the country, where camps, cottages and hotels will receive many visitors, where far away from the maddening crowd of a noisy city with its dirt and dust, the people will breathe the country air, and the children enjoy themselves to the fullest. To give a chance to the less fortunate ones, "A fresh air fund", has been established and hundreds of poor children and their parents have been greatly benefited by spending a couple of weeks enjoying Nature at its best. Under the heading of "Fresh Air Fund," the Star says editorially.

The time is drawing near when the thoughts of the city boy and girl, living in dingy rooms where sunlight seldom comes and having no place in which to play save the dust-laden city streets, will turn with longing to the country, with its green fields, its shady trees, its running streams and its woodlands with their many mysteries.

But many a youngster is doomed to spend the whole long summer in the city, with its often stifling heat, its dust and its contaminated atmosphere, because his parents have not the means to send him into the country, even for a week-end.

The Fresh Air Fund exists to meet this very need, to provide children who would never otherwise see a green field away from the city with a week in the open country, away from city noises and city smells, in the untroubled breezes and the health-giving sunlight, where they can realize their ambition to play, to swim, to climb trees, to wander in the woods, to do all the things that healthy boys and girls always want to do, but only those whose parents are able to give

them holidays in the country or by the sea can do in the summertime.

This is a charity without any consideration of sect or creed, race or nationality. It is applied without prejudice, and its benefits cover a multitude of very deserving cases. Those who look forward every year to their long holiday by the sound of breaking waves or running waters will find that holiday all the more enjoyable if, before they leave for the country or the sea, they give a thought to the thousands of poor children destined to be left behind in the city all the summer long unless aid is forthcoming through the medium of the Fresh Air Fund, and send a cheque to the headquarters of the Fund.

It means such a lot to some wistful little soul somewhere in this city of a near-million to-day.

SHADOWS THAT DEPRIVE HUMANITY OF SUNLIGHT.

Dear readers,—They say, that joy and gladness that surround humanity, may justly be called, "The Sunshine of Life." Everyone desires this sunshine in a general way for himself and others. Many seek it only in their own way, and complain bitterly that so little of it falls to their lot. Yet, a great number of these very people are daily engaged in putting barriers against it, in throwing shadows that spoil as much of it as comes within their influence. People who are al-

ways discontented, envious, selfish, careless, incharitable, bad tempered, fond of criticizing and always finding fault, show coldness and pride that kills affection, deceitful and dishonest, are throwing shadows that deprive humanity of the blessed sunlight and make life miserable for themselves and countless others. Happiness is as health-giving to the heart and soul as the sunlight is to the body. Be a power for good, a benefactor of your race by spreading the "Sunshine of Life."

"Then watch your tongue and temples, be brave and strong in the fight, keep away from those sinful shadows, and walk in the light."
R. J. LOUIS CUDDIHY

The A. W. Chase Company, Limited

(Incorporated under the Ontario Companies Act)

Owners and Successors to

Edmanson, Bates & Co., Limited, Toronto, Ont., and Dr. A. W. Chase Medicine Co., Buffalo, N. Y.

8%

Cumulative Redeemable Preference Shares. Par Value \$100. Preferred as to assets and dividends.

Dividends payable quarterly on the first days of February, May, August and November. Redeemable as a whole or in part as \$110 per share and accrued dividends on thirty day's notice prior to any dividend date.

Under the existing income tax laws, the dividends on these shares, in the opinion of counsel, are free from normal Federal income tax to residents of Canada.

CAPITALIZATION

	Authorized	To be presently outstanding
Cumulative Preference Shares (par value \$100)	\$1,000,000	\$800,000
Common shares (no par value)	40,000 shares	40,000 shares

Business: The A. W. Chase Co. Limited, has been incorporated under the Ontario Companies Act and has acquired the business of Edmanson, Bates & Co., Limited, sole owners of Dr. A. W. Chase remedies for the British Empire, and the Dr. A. W. Chase Medicine Co. of Buffalo, N. Y., sole owners of these remedies for the United States, including the patents, formulae, trade-marks, good-will and assets of the aforesaid companies.

"Dr. A. W. Chase's" is probably the best known trade-mark for household remedies in Canada today. The business dates back some sixty-one years to 1864, and from its small beginning has achieved a dominating position in the proprietary medicine field. It is the intention to add additional products from time to time.

The Company owns its own building within a few blocks of the business and financial centre of Toronto.

Management: The management of the company includes the same men who have been identified with the growth of the business and in addition men who have had wide experience in successful merchandising, both in the Canadian and United States fields. The same policies which created and developed the business will be continued.

Growth of Business: Sales have shown a consistent and remarkable growth. The year 1924 records the largest volume of sales in the company's history. A summary of sales into ten-year periods ending in 1924 shows that the sales for each ten-year period averaged more than double the preceding ten-year period since the foundation of the business.

Earnings: The business has been operated at a profit for more than fifty years and net earnings adjusted to the present tax basis for the past ten years have averaged more than sufficient to pay the 8% dividends on these Preference shares. It is conservatively estimated that with certain economies already put into effect and with the plans in mind for expansion of the business in Canada and the United States that the net profits of the business will be increased in the near future so as to permit a substantial return on the Common shares of the company.

It is expected that application will be made in due course to list on the Toronto Stock Exchange.

Price: \$100 Per Share to yield 8%

A limited number of Preference shares will carry a bonus of Common. Descriptive Circular and Complete Information Forwarded Upon Request.

All legal details in connection with this issue of Preference Shares have been passed upon by Messrs. Malone, Malone & Montgomery of Toronto.

Shifflet, Cumber & Co., Limited

Royal Bank Building
TORONTO, ONT.

The information contained in this announcement, while not guaranteed, has been obtained from sources we believe to be reliable.

KIELLE'SY DRUG STORE

SPECIALS:

- 3 Flowers Face Cream, each 50c
- 3 Flowers Face Powder 20c
- 3 Flowers Talcum 50c
- 3 Flowers Travelettes 45c
- 3 Flowers Compacts 70c
- Erasmic Bal Masque Face Powder, Reg. \$1.30, now 70c
- Erasmic Nory's Face Powder, Reg. 50c, now 45c
- Colgate's Splendor, Radiant Rose Florient, etc., Face Powder, Reg. 90c, now 55c
- Colgate's Cashmere Bouquet and Eclat Face Powder—15c and 35c
- Colgate's Bandoline for dressing and keeping the hair in place, now 25c
- Roger & Gallet's "Bouquet" de Amour" Face Powder, Reg. \$1.30, now 95c
- Roger & Gallet's Cold Cream, pot 25c
- Woodbury's Face Powder 40c
- Woodbury's Face and Cold Creams, large pot 60c
- Luxor Face Powders 50c
- Parker Davis & Co. Cold and Vanishing Cream, large 4 oz. pots 50c
- English Blades to fit Gillette Razor, made by Jos. Rog. ers & Sons, doz. \$1.50

Water Street East.

Feb. 1, 1925

Presbyterian General

TORONTO, June 11.—The board of trustees of the Presbyterian General Assembly looked at the report of the committee on the previous year's session so inviting. The staff was new and the funds were lacking. Everywhere in the province the report of the committee was met with a hearty and his message for progress. The assembly increased its work without a decrease in revenue. The church has made good its position in the great city. The last three years have become a period of the highest quality of the board's work. The assembly of new members is ready and anxious to take advantage of the opportunities that are being provided. The church is the best of its kind in the province. The assembly is the best of its kind in the province. The assembly is the best of its kind in the province.

The Quality of Milk

is determined by the Quantity of Cream it contains.

"MILKMAID" BRAND CONDENSED MILK

is obviously, therefore, the finest milk in the world, it contains more cream than average fresh milk,



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Send for the Borden Recipe Book—it's free—and treat your folks to the appetizing soups made with St. Charles Milk. Their creamy richness will be relished and they are so easily prepared you will serve them often, particularly when a nourishing dish must be served on short notice. Unequaled for any recipe that is improved by the use of doubly rich milk.

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T. A. MacNAB & Co.
St. John's, Newfoundland, Agents.

Borden's ST. CHARLES MILK
USE IT WHEREVER THE RECIPE CALLS FOR MILK

Easy Riding
DODGE BROTHERS
Touring Car
Dependable
ROYAL GARAGE.