

BEAUTY PARLOR BUSINESS IN NEW YORK HAS GROWN

New York, Aug. 7.—The growth of the beauty parlor business in Manhattan in the past two years has surpassed almost every other industry or profession. Each hotel has been forced to install an "Institut de Beaute" or suffer loss of patronage.

In 1920 there were 56 beauty salons in the greater city. Today there are more than 1,500 with at least a dozen being added to the list monthly. They range from those catering to the colored trade in Harlem to the gorgeous establishments on Fifth and Madison avenues.

A number of former actresses

known for their beauty are making more money than they ever made on the stage, lending their names to the management. Lina Cavalieri and Fanny Ward have opened up shops in Paris and are soon to have branch shops in the metropolis.

The profits are enormous. A facial cream costing a few pennies may be sold for several dollars. The facial massages and electric manipulations are quite incidental. The by-products bring in the golden stream.

A daily visit to the beauty parlor has become as much the part of the modern New York woman as morning coffee. The clientele is not, as might be supposed, elderly women

whose glass reveals the encroachment of years. Girls in the teens are steady patrons.

Some remedies doubtless have virtue and others furnish a mere momentary glow that might be acquired by a self administered pinching of cheeks. I am told that few patrons remain regular customers. They enjoy making the rounds. "Samplers" they are called in the salons.

In the Broadway by-ways there are several remaining open all night. These are chiefly for those who wish to thwart the possible inroads of a night's dissipation, before going to bed. Some beauty parlors are paying \$50,000 yearly rentals.

The danger in the beauty craze is, of course, for those who submit to unskilled surgery. I saw an example of this while living in an uptown hotel several years ago. One of the patrons was a strikingly groomed

STAGED AN EXECUTION

Tsitsihar, Manchuria, Aug. 9.—So pleased was Gen. Chang, commander of the local garrison, at the unusual visit of an American newspaper correspondent to his remote point that he ordered out three condemned criminals and was about to lop off their heads by way of celebration when the visitor hastily intervened and explained he require that form of entertainment.

widow of wealth with two children. She was always heavily veiled. She had come out into a hallway suddenly one day to retrieve a lap dog. Her face was unveiled and was a shockingly distorted bulbous mass of red and gunmetal blue flesh.

AMERICAN LADY WRITES OF FISHERMEN'S PARADISE IN BORDER SECTION OF YORK CO.

One of the finest bass regions in the world is a series of lakes skirting Maine and New Brunswick, 130 miles long, the shores inhabited by moose, bear and bobcat. This chain of ebon waters, fringed by white birch, is called Palfrey, Spednic and Musquash Lakes, writes Blanche S. Wagstaff in Field and Stream.

Chance brought me to this Eldorado. Little did I believe it, when told on a torrid New York noonday, that I would find as many bass as my heart desired. Fishermen's dreams rarely come true; but after leaving the boat at Portland, as I passed through the miles of evergreen of the Maine woods bearing north from under the shadow of New England's vast mountain, Katahdin, I realized I was entering the wilderness celebrated by Thoreau—that great region which he pictured so vividly sixty years ago as virgin forest uncharted, unknown.

Here bear and enormous moose and lynx, or "Indian devil," were plentiful. And when the motorboat met me at Vanceboro, to bear me many miles up the lake to camp, beyond any sight of habitation, I began to believe my hopes might be realized.

Fish Abundant.

"Unfished waters. Moose. Five-pounders, thirty or forty smallmouths a day." These words floated to me from my boatman on the breeze. "So many fish we carry 'em home in buckets." Was this a reality?

A cool drizzle settled over the lakes. The land stretched a line of impenetrable forest, ghastly gray rocks jutting out of the water, and gnarled stumps and trunks of trees lying in eerie shadow. What a wilderness! What desolation! Some loons were moaning their unearthly revels, and an owl's melancholy note drifted over the water.

In the west a great shaft of gold and purple emblazoned the sky, and through the silvery mist trembled a rainbow, piercing the waves. What premonition was this? My pulses leaped with expectation.

As we drew up on shore, lying by a canoe was a nice catch of bass. There were six beauties, ranging from two to three pounds. Excitement possessed me, I hardly observed the pleasant camp awaiting me—a fire crackling in the fireplace, English and American flags entwined about a deer's head, comfortable beds, a warm meal and the leaves singing about the cabin eaves. A fisherman has but one great desire.

A few minutes remained before daylight. Hastening down to the shore the path full of moose tracks, I clambered over fallen trunks of trees to a large rock and sent the line far over the darkening waves. It was misting and a soft breeze blew. The delight of the line in my fingers and the song of the reel on my evening air sent a tingle through my blood.

Fish Bite Quickly.

Was it possible? A tremendous strike on almost my first cast, after a pilgrimage of hundreds of miles! The fish was already hooked and battling and in the water. I heard the thrilling and familiar splash as his body swirled and I saw him break water once, twice, three times. He was a savage fighter. Never had I seen a bass as wily, as strong, as agile. He ran, plunged and carried the line about a stump, but I played him cautiously.

Was he to get away after all, in one of his wild circumlocutions? It took all of my ingenuity to handle him. Gradually his circling leaps subsided and I was able to bring him near shore. In the twilight I saw him, a shiny curve as he leaped for the last time out of the water. It was a long and unforgettable battle, but I landed him at last, exhausted by the merry warfare. He was the handsomest fish I had ever beheld, and tipped the scales at four pounds!

Dawn was just breaking as we pushed our canoe into the lake the following morning. Grey mists were parting in the east, where the sun hung a crimson ball. The Indian guide paddled almost motionless and silent; a faint breeze rippled the waves. I sent my line out over the water, enjoying the clear cantata of my reel. About us were miles of dark woodland and gray rocks peering out of the water. What a playground for bass!

Almost Loses Rod.

"Believing trolling to be a woman's pastime and indulging in it only rarely, I settled myself in the canoe, expecting nothing. As we passed the narrows, going over a rock section, a bass struck my line with terrific force, almost wresting the reel from my hands. What a tussle ensued, for I was wholly unprepared! Breaking water repeatedly, he raced down under the canoe with astounding speed.

The vigor of these bass was extror-

dinary. It seemed ages before I could control him—my guide assisting me with all his Indian adroitness, veering the canoe and advising me in stealthy monosyllables and finally netting the rascal when I was about disheartened. He was a fine three-pounder, bronzed and shimmering in the early morning light.

The next thirty minutes were the most exciting of my career as fisherman. We seemed to have come upon a bass bed. Fish strike at almost every cast, many eluding me, for the Indians say only one out of five is capturable. Bass after bass escaped me with tumultuous leaps, but I managed to get six stunning specimens, not under two pounds, within the half hour, losing two of my best feather minnows and straining my six-ounce rod. But the richness of the sport warranted any strategy.

Nets Three in Twenty Minutes.

The remainder of the day, excepting from eleven to three, as we moved our canoe from one rocky shoal to another, I continued to catch equally nice specimens. At sundown they commenced their wild maneuvers again and on one occasion, casting from a rock jutting out into the water, I landed three beauties within twenty minutes.

The fish, in these lakes seemed to have two special characteristics; gameness and hunger. It is said in the last part of June they will take anything cast to them, no matter what, fly or lure. Can more perfect sport be imagined?

Another singular part of fishing in these lakes was the absence of small bass. Bass of one pound or under were extremely rare; where were the small ones? And as I was using always one hook with a fly, light spinner or lure, my sport was of the keenest. By sundown I was dead tired. On the bottom of the canoe were several handsome fish—all that we could eat, for the balance had been returned to the water.

We wound our way into a river, some miles long, sinuous and wild. Duck and loon flew about us, and from the shore came the sound of bullfrogs and owls. The sun was flaming in the West. Great purple shadows swept the waves. It was the hour of moose.

Not long after one of the noble creatures came down to the river to drink. He stood silhouetted, a figure of bronze against the sunset, his crest of horns like a crown about him. His superb chest inclined to the flame-tipped waves. But only for an instant. Quickly he sensed us. In a flash he was gone, only the crackling of boughs an indication of his reality. It was a picture never to be forgotten.

My remaining days in these lakes provided fishing of equal excellence, varying only with the weather. Others at the camp excelled my catches, for casting a single hook never obtains a maximum number. One enthusiast took fourteen large bass before breakfast, and a novice, a young girl, landed the biggest fish of the season—a handsome five-pounder which will doubtless be a prize winner in the annual fishing contests. But for my part I was content to mount my four-pounder, a happy reminder of a perfect bass paradise, where every dream came true!

Using Dog Sense.

Lady Cynthia Mosley, the British socialist—she is a daughter of the late Marquis Curzon and a grand daughter of the late Levi Z. Leiter of Chicago—said in New York the other day:

"When a foreign-born citizen points out his new country's faults the native-born citizen of that country always tells him to go back home where he came from."

"I think that is rather cruel. It reminds me of an anecdote."

"Alas!" said a sad old man. "I have only one friend in the world—my dog."

"Then," said a second old man, "why don't you get another dog?"

He Broke a Teacup.

Why do we malign barbers? He broke a teacup and then this happened.

Gentleman, to lady clerk after spotting the pattern: "I want a teacup."

Lady Clerk—Is that all?

Gentleman—Yes.

Lady Clerk—No bread and butters, no pie plates, no oatmeal dishes?

Gentleman—No.

Lady Clerk—No, dinner plates, no sauce plates or a covered butter dish?

Gentleman—I only broke one teacup.

He got the teacup.

FRENCH GOVERNMENT 6% BONDS

Shrewd Investors Perceive in the Temporary Low Value of French Money an Unusual Opportunity for Exceptional Profits in Both Principal and Income on an Investment in "France's Premier Rente"

Tax-Exempt Interest Income

Increases as Franc Rises

After having exhaustively studied the financial and economic condition of France, one must inevitably come to the conclusion that the purchase of her high-grade Government Bonds is an opportunity which one cannot afford to ignore. The investor in French Government Bonds today buys at such an advantageous time that early profits are within his grasp.

A sharp upward movement in French exchange is imminent. We are convinced that investors will not only double but, within a remarkably reasonable time, treble their money.

These French Government 6% Bonds are purchased by French citizens not only for the safety of the principal or capital amount, but also because of their never failing, tax-exempt, interest-income.

Not only does the principal increase in value as the Franc rises but the interest-income automatically augments. For example, each Bond of 10,000 Francs yields an income of 600 Francs per annum. At the present rate of the Franc, holders of French Government 6% Bonds, if coupons are converted, will receive a yield or interest at the rate of nearly 7%, which is in itself attractive enough.

With the Franc worth only 8 cents, however, the holder of 10,000 Francs in French Government 6% Bonds will receive \$48.00 in Canadian money for each 600 francs yearly interest-income. This amount represents a yield of over 10% on the original outlay of \$300.00. With the Franc at 10 cents, the interest-income would net the investor \$60.00 in Canadian currency—equivalent to a yield or interest return of more than 20% on the principal or capital amount invested.

With the Franc worth 15 cents, every 600 Francs interest-income will be worth \$90.00 in Canadian money, this latter amount represents an interest rate or yield of over 31% on an investment of \$300.00. With French exchange at parity, the annual interest-income in Canadian currency will amount to \$115.80 for every Bond of 10,000 Francs denomination or a yield of nearly 40% on every \$300.00 invested today.

As the security is unequalled, and the investment thoroughly safe, we advise investors to buy as many French Government 6% Bonds as they can conveniently afford. Immediate action must be taken if early profits are to be made.

Our past record stands out as testimony to our ability to make money for all who deal with us.

In November, 1923, we strongly advised investors to make substantial investments in German Government 5% Bonds, when they could be bought from us at \$39.00 per million marks. Nine months later German Government 5% Bonds had risen to \$2,800.00 per million marks, and those who had taken our advice were able to sell out at a profit of more than 5,000% for every \$39.00 invested. The same is true to an even greater extent of City of Berlin Bonds (1914-15 issues) which we sold as low as \$10.00 per million marks; subsequently they rose to \$12,000.00.

And not only in German Government and Municipal Bonds were handsome profits made by our clients. Polish Government 5% Bonds which we sold for \$30.00 per one million Polish marks rose as high as \$90.00 within a comparatively short time.

Danish Government and Municipal Bonds, in sympathy with the rise in Danish money, are selling today at prices that return to those astute investors who bought them on our advice a year or so ago, profits of more than 100% on their principal alone. The rise in Norwegian money has doubled the value of the Norwegian Government and Municipal Bonds which we sold to investors about eighteen months ago. And those far-sighted investors have been cashing their interest coupons at steadily mounting rates.

Another issue which we recommended and sold to investors was the Austrian Government Guaranteed 7% Gold Bonds of 1923. We offered these Bonds at 82% or \$920.00 per \$1,000—Bonds, less than a year ago, today they are selling above par.

Substantial profits—indeed, fortunes—are being earned by far-sighted investors through the medium of selected government and municipal bonds recommended by this House.

WE BELIEVE that an investment made today in French Government 6% Bonds (Loan authorized Dec. 16th, 1920; redeemable at par at the option of the Government on or after Jan. 1st, 1931), presents an exceptional opportunity for profit on any material advance in the value of French money (Francs).

Due to the depreciation of French Francs a French Government 6% Bond (of 1000 Francs denomination) can now be bought for \$30.00; with French exchange at normal (19.3c per Franc) these same Bonds would have a value of \$193.00 each.

International bankers believe French Francs will sell at 10 cents per Franc before very long. Just think what this means to French Government Bonds; with the Franc worth 10 cents, each Bond of 1,000 Francs will have a value of \$100.00—a rise of over 240%, or a profit of \$70.00 for every \$30.00 invested today. With the Franc selling at 15 cents, each Bond of 1,000 Francs will have a value of \$150.00, a rise of more than 400%, or a net profit of \$120.00 for each Bond of 1,000 Francs, or for every \$30.00 invested today.

We made a lengthy and thorough investigation to determine the best way to buy French Francs for maximum profits. We are of the opinion that these French Government 6% Bonds afford the best medium, for they represent to French investors precisely what British Government and our Canadian Government Victory Bonds represent to us, being legal investments for every Institution, Trust Fund and Savings Bank in France, and constituting a strictly high-grade Government investment. They may be sold again instantly for spot cash, as they are listed on the Paris Stock Exchange and traded in throughout the financial centres of the world. The interest coupons (payable June and December 16th) have always been paid promptly on the dot, and can be cashed in Montreal, New York, London and other financial centres through our House, banks or other institutions.

French Government Bonds will, we believe, unquestionably come back to normal (\$193.00 per 1,000 Franc Bond). The United States were financially bankrupt after the Civil War.

Their securities could be bought for a song, yet in a few years the Americans were on their financial feet again, and today are considered the richest nation in the world.

Even England was once faced with what seemed to be a financial disaster. With Napoleon virtually pounding at her gates, British Bonds went for next to nothing, but the victory at Waterloo sent them sky-rocketing. The Rothschild family accumulated the major portion of its wealth by investing in British bonds and selling them when Wellington's victory became known.

The experience of France, too, bankrupt at the hands of Bismarck, is within the memory of living man. Her Bonds sold down to 7% of their value after the Franco-Prussian War. They appeared hopeless, yet in two years they had recovered 95%, making fortunes for the far-sighted investors who had the courage to invest in them. When millions of men and populations of nations lend their collective efforts to the task—nothing is impossible. The French franc will undoubtedly come back to normal.

A study of history convinces one forcibly that the most difficult thing in the world to destroy is national existence. History is repeating itself. The opportunity of a life time, to earn remarkable profits, exists today for investors, through the purchase of these high-grade French Government Bonds. They rank as the pre-eminent class of French Government securities, and are virtually a first mortgage on the entire assets and resources of the vast and wealthy Republic of France. The Bonds are valid for 30 years after maturity, and the interest coupons for 5 years after their respective maturity dates, thus enabling the investor to cash them at any time the exchange rates are favorable.

France is a first-class commercial, naval and military power of the world. French industries are thriving and working overtime. France is exporting goods to every country of the globe; her shipping is crowding the world's ports, and the nation shows every evidence of industrial and economic progress. Reparation payments from Germany are further enhancing the French treasury. These conditions will be quickly reflected in a rapid rise in the French Franc, which in turn increases the value of French Government Bonds. That is why we urge you to buy French Government Bonds NOW, while they are on the bargain counter.

Table Showing Present Price and Profit Possibilities

Denominations: or Amount	With Bonds at Par and Francs at: Present Price	7 Cents	15 Cents	Par 19.3 Cents
1,000 Francs, French Government 6% Bonds	\$ 30.00	\$ 70.00	\$ 150.00	\$ 193.00
2,000 Francs, French Government 6% Bonds	60.00	140.00	300.00	386.00
5,000 Francs, French Government 6% Bonds	150.00	350.00	750.00	965.00
10,000 Francs, French Government 6% Bonds	300.00	700.00	1,500.00	1,930.00
25,000 Francs, French Government 6% Bonds	750.00	1,750.00	3,750.00	4,825.00
50,000 Francs, French Government 6% Bonds	1,500.00	3,500.00	7,500.00	9,650.00
100,000 Francs, French Government 6% Bonds	3,000.00	7,000.00	15,000.00	19,300.00

WE ARE selling a good many of these bonds at the above price, which covers every expense. Upon receipt of accepted cheque or money-order we will at once confirm sale. Bonds are forwarded by registered and insured mail. Order with remittance to cover purchase, must be received by early mail to insure these prices as quotations are changing daily.

For many years this Investment House has been Canada's foremost exclusive foreign bond house. It is vitally important to us to have our clients select those bonds which will make the most money for them and make it most quickly. Our interest does not cease after a sale, for it is our constant aim to keep in touch with our clientele, scattered throughout the length and breadth of Canada, the United States and Newfoundland, to render it gratuitous service, informing clients when Bonds rise in market value, and informing them whether or not we deem it advisable to sell. This service is expensive to ourselves, but its value to our clients is incalculable.

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1920), which you are to forward me by registered and insured mail.		
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Address		