

THE BEARD AND MUSTACHE ARE VANISHING

Boston, Oct. 15.—The mustache is disappearing in France. So is the little chin beard, or "imperiale," as it is called over there.

At least 20 per cent of the men in France have done away with these two facial adornments that for generations have been their pride, according to M. J. Bethenod of Paris, a Chevalier in the Legion of Honor, on a visit here. I followed the example of a great many others just before I left France," he said, "shaving off my beard and mustache. And I don't believe I will ever let them grow again.

"Why this radical step has been taken, I cannot say, but I presume it is because Frenchmen are following American habits in this, as well as many other things.

"Years ago you would hardly ever find a man in France without a mustache. The custom of growing a mustache has been handed down from generation to generation, but it is fading out. It doesn't seem to be common solely to the younger generation either, as many of the older men have also fallen in line."

TO AN OLD PHOTOGRAPH

Now I can gaze upon your lovely face
And in my inmost soul feel perfect calm.

Of quickened heartbeats there is not a trace,
No sad misgivings nor a single qualm.

There was a time when you were life to me,
A time when I was everything to you.

The thought of each for each was ecstasy,
And each would each with virtues rare endue.

I cannot say your going hurt me not
For changes always bring their share of pain.

The void you left was long a tender spot;
The night wind was your voice in soft refrain.

We live and die in loves of youth.
Oh, Time.

That dulls the edge of moments once sublime.
—AGNES GADY CHITWOOD in Philadelphia Inquirer.

Sometimes a hunter misses the guide and hits the deer.

VOX PAPULI TO GET A CUT IN POSTAGE RATES

London, Oct. 13.—Such old friends as "Constant Reader" "Vox Populi" "Paterfamilias" and "Fifty-Year Subscriber" can now send their views to the British newspapers at cut rates, as the Postmaster-General has ruled that such effusions come under the heading of "manuscript for the press" and are therefore able to go through the mails with a halfpenny (one cent) stamp instead of a penny ha'penny rate. But some of the veteran letter writers scent a catch in this belated boon. If the editor declares against publication he can only return it at full postage rates or dump it into a yawning waste paper basket. While novices may take advantage of the ha'penny rate the writer who wants to know the fate of his contribution to his favorite newspaper will inclose a penny ha'penny stamp to make sure that if unpublished it will at least be returned and consigned by him to his own trash basket.

PARTRIDGE BEING KILLED BY MOTORISTS

Campbellton, Oct. 14.—Partridges are to be seen in large numbers along the Kedgwick-St. Quentin highway and in the woods of that vicinity, according to word from local hunters returning after a successful trip to the haunts of the moose and deer and bear.

Although the season is a closed one for these birds and shooting them is prohibited, several partridge dinners have been enjoyed and by perfectly legitimate means. The manner of the killing is revealed by motorists who claim they ran over the partridge at different points where they are so tame they not only come out on the road but watch the approaching cars and refuse to move.

Big game is also reported plentiful and those who have been out shooting report success beyond anticipation.

Aiken—I see the dries lost their fight on the Scandinavian peninsula.

Payne—Maybe they'll win in the Swede bye and bye.

SCOTS STILL COMBAT WITCHES

Glasgow, Oct. 15.—In the northeast of Scotland belief in black art hangs on. Witches walk the moors and flit over the fens or mountains. Spirits and remain chained to stone pillars and rocks. Pain and sorrow may be transferred from one person to another by magical means.

Until recently hallow fires blazed on the hilltops and Aberdeenshire highlands. Down to the middle of the nineteenth century the Braemar Highlanders made a circuit of the fields with lighted torches to ward off evil spirits and to insure a good harvest.

Such is the significance Halloween has to the Scottish Highlanders. At Balmoral, where King George and Queen Mary have a castle the witch assumes the form of an effigy of an ugly old woman or witch called Shandy Dann. At Kirkwall people used to leap through the flames to cleanse themselves from evil influence.

Dingwall called its witch-burning ceremonial the burning of the crate. On the last night of the year a large crate filled with combustibles and dragged by a horse was set on fire, while people danced and shouted about it.

Stonehaven celebrates the last night of the year with a ceremonial called "fireballs." The balls are made of combustibles well dipped in tar. To each ball a piece of wire is attached with which the celebrants swings it. As the procession moves up and down the High Street of the old town the swingers make gleaming circles in the night with their blazing fire-balls.

Many Scotch people to-day believe there is something scared about pillars of stone. In Aberdeenshire such pillars were believed to be the abodes of spirits and sometimes of demons. Some farmers place upright stones about their fields in belief that they are propitiating the gods.

"It's easy to drive, easy to shift, easy to steer and easy to ride in" declared the motor car salesman.

"Now if you can guarantee me that the easy payments are easy to pay I'll take it" said the customer.

Judge—You are accused of speeding. Have you anything to say?

Culprit—I had just heard of a vacant flat and I wanted to get there first.

Judge—Case dismissed.

LACK OF INTEREST SHOWN BY CLERKS IN FRENCH STORES

(By Russell Barnes in Detroit News)

Paris.—Many American visitors are disagreeably impressed by the lack of interest shown by clerks in French stores in doing business.

"They don't seem to care if they sell you anything," complained an American woman, recently, after a visit to one of the largest department stores. "I was prepared to spend considerable money, but I didn't because the girl showed no interest in me whatever. She brought out goods I asked for, and much as to say that I could take them or leave them. I left them."

The American woman probably did not exaggerate in the least. Everybody who does business in France has similar experiences, because the idea that the sale is everything, and that all personal consideration should be sacrificed to it, is not generally current in France. The human element still is dominant, and anybody who tries to drive through business transactions, impersonally, on the pure basis of profit and loss, will run into many exasperating experiences. To make any progress, it is necessary to be personal.

That must not be construed to mean that the French are a highly idealistic race, above all monetary considerations, and only interested in the fine things of the spirit.

In many respects they are more mercenary than Americans. They will pinch a penny, and make it go farther than would be possible for any American except a traditional New Englander.

The sure way to alienate a Frenchman is to be remiss in money matters. If you owe your concierge, or janitor, 2 cents on a letter, and forget to pay it, even though you tipped him 50 cents the day before, you are under suspicion until that 2 cents is paid. That statement is not exaggerated in the least.

On the other hand, if you pay your obligations promptly, you never have any trouble.

But the simplicity of such a mercenary attitude is complicated by a code

of personal honor and pride, which almost invariably will take precedence over the desire for monetary gain. If the average Frenchman feels that his toes are being stepped on he is very apt to throw up his hands in indignation and refuse to do any business at all.

The way to get along with him is to treat him like a gentleman. One says "Good morning" to a sales person when he enters the store, and "Good day" when he leaves. He must never fail to remove his hat, if he is doing business with a woman.

The way to receive the most perfect attention and service in the world is to explain the entire matter to the sales person, and ask his assistance. Then he will drag down everything in the store, and spend the entire morning, if necessary, making a sale of small importance. And he vastly interested while doing it.

The transaction must be dramatized. "When we first came over," said Paul Scott Mower, famous correspondent, who has spent much of his life in France, "my wife wanted to buy some yellow silk for curtains for our apartment.

"Silk is not much used for curtains in France, and in the silk department they sent us to the curtain department sent us back to the silk counters. We weren't getting anywhere at all.

"Then I explained to one girl that we had a dark room, that the furniture was black, and that everything considered we felt that yellow silk curtains would liven up the room. I asked her what she thought about it.

"She said that probably was true, and became greatly interested. She brought out all different shades of yellow, and weights of silk, to obtain the best combination. You never saw such service. And all because she became personally interested in our problem."

The incident is typical, and could be supported by countless others in my own experience. In doing business with the French one must never forget that he is dealing with human beings, and not with machines actuated by the sole desire to make money.

SENATOR CURRY REPUDIATES LETTER USED IN SELLING STOCK OF FINANCIAL CORPORATION

(Financial Post.)

From Senator Nathaniel Curry, The Financial Post has obtained a complete denial of the authenticity of a letter, purported to have been signed with his name, and which was used by salesmen selling Manufacturers Finance Corporation stock. This letter, as used by the salesmen in selling stock of this company now in liquidation, was published in The Financial Post of September 28. In it, Senator Curry was supposed to have indicated his happiness at assuming a position on the board of directors and as expressing his personal belief in the success of the company.

Senator Curry denies that he signed such a letter or ever saw it and states, moreover, that he early withdrew his name from the proposed list of directors of Manufacturers Finance and took no active part in its affairs.

Senator Curry writes:

Greenbank Farm,
Tidnish, Nova Scotia,
Oct. 8th, 1928.

The Editor,
The Financial Post,
Toronto, Ont.

Referring to Manufacturers Finance Corporation, I have just read your issue of Sept. 28, containing a letter over my name.

I now state that I did not write or dictate the letter in question and have no recollection of ever having even seen it.

I have been a shareholder and director of the Amherst Planos Ltd. for eighteen years, and have always been anxious for this concern to succeed, not only for my interest in the company, but for my interest in the town of Amherst as well. Therefore, when Senator McDonald came to me proposing to organize a Finance Company that would take the full capacity output of Amherst Planos and pay cash

for same, I was much interested, and after making inquiries as to the operation of similar Finance Corporations in the United States, and finding that they were very successful, I told Senator McDonald that for the benefit of Amherst and the Amherst Planos, and with the understanding that he would take into his proposed Finance Corporation organization as manager, a capable and successful finance man, with experience in similar business, I would join the Board of Directors and assist in any way I could.

But, when developments a little later showed that the McDonald's were determined to take the entire management in their own hands and also that they were using questionable methods in selling the Corporation shares, I immediately took my name from the list of proposed directors, and have therefore never taken any part in the affairs of the Finance Corporation.

Senator McDonald is also President of the Amherst Planos and his brother, W. M. McDonald, secretary. When they moved to Toronto they took all the Piano Company books with them, so the Amherst directors have had very little chance to keep in touch with the affairs of the company.

The promise made by Senator McDonald to pay Amherst Planos cash for their whole output was not kept. On the contrary most of the output was sold to Piano and Music companies, some of which are owned or controlled by the McDonalds. These sales were evidently made on credit as the purchasers are heavily indebted to the Piano Company, and unable to pay.

The McDonalds also bonded in Toronto, the Amherst Planos for seventy-five thousand dollars, without the knowledge of the Amherst Directors or the Company's bankers. For what purpose the bonds were issued or

what use was made of them I do not know, nor do I know why in issuing these bonds they made a change in the Amherst Planos Limited name.

Will you kindly publish this letter in your next issue, and greatly oblige. Yours truly,

N. CURRY.

OCTOBER

The year has climbed the attic steps and laid
Her jasmine wreaths and gossamer gowns aside

And dressed herself in soft suntinged brocade

A matron now, who came in Spring as bride

To fields that blend their bronze and golden tents

Of stubbled corn and pumpkins with the smoke

Of copper suns; while grape and apple scents

From wire and cider press enclose the oak

That dreams of April days and how the brown

Seed acorn sought its heart. The spondee trill

Of crickets haunts the woods where geese look down

In wedge formation flight then turn their still

Gray wings to worlds where summer will not leave

Her gossamer gowns beneath the garret eave.

—CECELIA MALONEY in Detroit News.

Mother—Johnny, don't run so fast around the house. You'll fall and hurt yourself.

Johnny—If I don't run fast it'll hurt anyway. Dad's chasing me.

FIRE ALARM LOCATION IN THE CITY

- 6 Argyle and York Sts.
- 7 Victoria Public Hospital.
- 8 Children's Home.
- 12 Westmorland and Aberdeen Sts.
- 13 Northumberland and Saunders Sts.
- 14 Brunswick and Smythe Sts.
- 15 Charlotte and Smythe Sts.
- 16 George and Northumberland Sts.
- 17 King and Northumberland Sts.
- 21 York and Queen Sts.
- 23 York and George Sts.
- 24 Queen and Westmorland Sts.
- 25 Brunswick and Westmorland Sts.
- 26 Charlotte and Westmorland Sts.
- 27 King and York Sts.
- 28 Saunders and York Sts.
- 31 Queen and Regent Sts.
- 32 Needham and Regent Sts.
- 34 Queen and Carleton Sts.
- 35 Brunswick and Carleton Sts.
- 36 Charlotte and Carleton Sts.
- 37 George and Regent Sts.
- 38 King and Regent Sts.
- 43 Aberdeen and St. John Sts.
- 44 Queen and St. John Sts.
- 45 Brunswick and St. John Sts.
- 46 Charlotte and St. John Sts.
- 51 King and Church Sts.
- 52 George and Church Sts.
- 53 Union and Church Sts.
- 54 Shore Street and Waterloo Row.
- 55 George Street and University Avenue.
- 56 Lansdowne and Waterloo Row.
- 57 Grey Street and University Ave.
- 112 Aberdeen and Smythe Sts.



A wise man knows his clothes do not help him in business if they lack quality and correctness. So he comes to us to be outfitted. And we hold his confidence by creating the finest clothes for him.

"Tailors Of Quality"

Walker Bros., Ltd.
Phone 276-41.
TAILORS
165 QUEEN STREET

Viceroy
CIGARETTES
The finest of all blends
And for your greater convenience plain, or tipped with cork of pure natural growth.

Cork Tipped RED package
Plain Ends BLUE package

20 for 25¢