

# RED ROSE TEA "is good tea"

If you want the very best, ask  
for Red Rose Orange Pekoe  
In clean, bright Aluminum

## BRITISH PRAISE THE AMERICAN TELEGRAPHS, CONDEMN BRITISH

British critics, official and editorial, recently have frankly praised American privately owned telegraph and cable systems, their enterprise and their effective public service, and as frankly criticized and condemned the British government owned system. This followed an announcement showing a deficit of \$7,855,000 and an average loss of 7d. (14 cents), on each telegram handled during the fiscal year 1926-27.

"During the nine months ended September 30, 1927, one American company alone reported a net profit of \$11,251,769," a London "Times" correspondent writes, (March 29), quoting the financial report of the Western Union Telegraph Company for the period named. "Examination of all the facts discloses the unpalatable fact that for energy, enterprise and efficiency we are far behind."

Sir Robert Donald, Chairman of the Imperial Wireless Committee, 1924, wrote for the Daily "Mail," (London), March 13:

"The Post Office owns two Atlantic cables upon which last year the loss was £40,000 (200,000). Its chief competitor on the Atlantic is the Western Union Telegraph Company which recently laid down a permalloy loaded cable, capable of transmitting 300 words per minute, compared with 30 words on the Post Office cables. There is, however, an agreed rate between all Atlantic cables, otherwise the deficit on the Post Office would have been ten times as great.

### Service Actual, Reliable

"The cable service of the Western Union is only a very small part of the activities of that vast organization."

The "Times" special correspondent, lately in America, dwells admiringly on American methods, to which he credits American telegraph financial success in a field of acute competition as compared with the crushing deficits of the British subsidized government telegraph monopoly. "In every town

of every State," he explains, "there can be seen the 'slogan,' damnably reiterated, 'Do not write—Telegraph!'" (British writers do not say "don't" in print.) "By itself the phrase is, or would be, merely irritating. But, reinforced as it is by every kind of practical demonstration of the advantages of the service, it assumes a real significance.

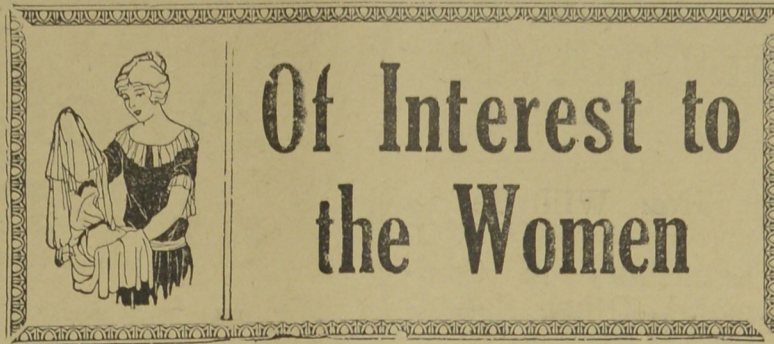
"America has a service that is actual and reliable from midnight to midnight. Here, the general public, especially the many without telephones, who desire to send a telegram after 8 p. m. are probably ignorant of the existence of any means to dispatch it and are certainly faced with a good deal of inconvenience if they make the attempt.

"As to enterprise, the companies work to 'sell' or 'boost' telegraphy to the public, and admirably they succeed; at every notable festival, Christmas, New Year, Easter—and a host of others peculiar to themselves—attractively decorated forms, with set words to appeal to every—or nearly every taste—are on display. They are very cheap.

### Deserves Its Success

"Business men, with an ingenious appreciation of psychology, are urged to press telegraphically reluctant debtors. A host of undoubtedly genuine testimonials on view from delighted creditors shows the advantages of dunning by wire. Telegrams may be sent 'Collect.' With us, the sight of a telegram arouses a sneaking fear that something is wrong; in America it is a medium of daily intercourse.

"But the service deserves its success. Reliable, quick and attractive, it never allows itself to be forgotten. It is convenience and accessible as to offices; complaints meet with something more than a bald official intimation of attention; and it conveys a distinct impression that it wants your custom and is prepared to deserve it."



## Of Interest to the Women

### FASHION JOTTINGS

The basque is the favorite of the modern as well as the old fashioned girl.

Blue lingerie is among the latest developments and a fondness for athletic underthings is one of the important trends.

Reboux has launched the elephant ear hat.

Lelong and others approve the raglan sleeve for wraps of formal as well as sports, occasions.

Full below-the-elbow sleeves are gaining prestige.

Flares may ybe incidental but they are rarely omitted and hem lines are becoming more irregular in their habits.

At a recent very smart wedding the bride chose silver lame, and marquisette over organdie was used for the dresses of her maids.

Printed and striped silks are in the running for sports wear, although wool costumes still are in the lead.

The sleeveless dress for the active sports costume and the long sleeved one for the spectator is the usual preference.

Reds and purples were the high lights in the recent Paris openings with some sponsorship of dove gray especially by Vionnet.

Yoked cardigans and scarfs and decorative effects knitted into the sweater are among the season's best novelties.

### CARAMEL FROZEN CUSTARD

- 1 pint milk
- 1 egg yolk
- ¼ cup sugar for custard
- ¼ teaspoon salt
- 1 pint whipping cream
- ½ cup sugar caramelized
- 1 teaspoon vanilla
- 1 cup raisins

Caramelize sugar add one cup scalded milk and stir until dissolved add remaining sugar to egg yolk and combine with milk to make a custard. Cook until the custard coats the spoon. Remove from fire and add cold milk, cream vanilla and salt. Freeze to a mush consistency then add raisins and continue freezing until hard.

### FRENCH ICE CREAM

- 1 tablespoon flour
- ¾ cup sugar
- ¼ teaspoon salt
- 1 egg or two egg yolks
- 2 cups milk
- 3 cups thin cream
- 1½ tablespoons vanilla

Mix the flour, sugar and salt; add the egg slightly beaten and the milk gradually. Cook over hot water twenty minutes stirring constantly at first until it thickens. Cool, add

## Was Subject to "BRONCHITIS" Every Winter

Mrs. Wm. Healey, 524 Hill Street, London, Ont., writes:—"My daughter, aged fourteen, was subject to bronchitis every winter.

"She would cough until she was sore from the exertion.

"Last winter a friend advised me to get a bottle of your

**Dr. Wood's  
Norway  
Pine  
Syrup**



so I got a small bottle to try and was delighted to find that before she had taken half of it her cough was completely relieved.

"I certainly feel justified in recommending it to those suffering from coughs and colds."

Price 35c. a bottle, large family size 60c.; put up only by The T. Milburn Co., Limited, Toronto, Ont.

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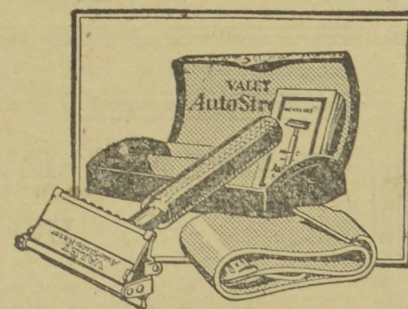
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Valet Auto Strop Safety  
Razor at Less Than Cost!

30<sup>c.</sup>



30<sup>c.</sup>

(25 Cents if no Postage is required)

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Safety Razor and case.

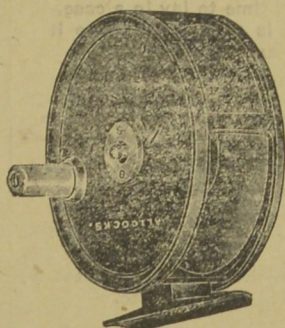
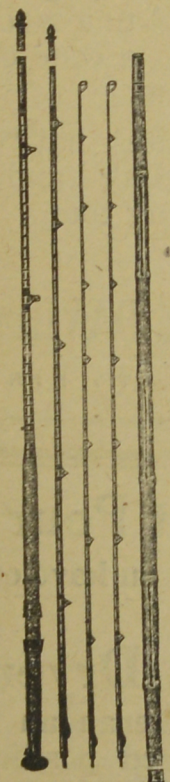
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ALLCOCKS' Lightweight Reels \$3 to \$20.

All the best patterns of TROUT and SAL-  
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Complete line of Dry Fly Fishing Tackle.

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