

## Gone With the Wind

If a fire should visit you tonight would your house and furnishings be replaced by a reliable Insurance Company or be gone with the wind?

### HOWARD H. BLAIR

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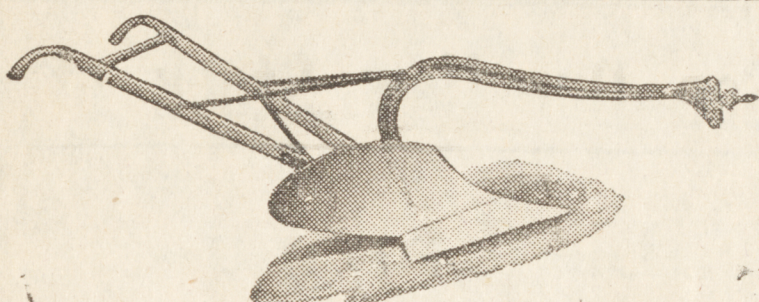
## A MESSAGE TO INVESTORS IN THE MARITIME PROVINCES —

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## Back to Home...



## and the Daily Mail

Vacations are fun, but just the same it's a grand feeling to be back home. And one of the things that make homecomings a pleasure is your DAILY MAIL, ready for you every evening with all the news that you like best! Catch up with the news now. If you'd like to have The Daily Mail delivered, Telephone 67.

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Genuine flower extracts give the delicate clinging fragrance to the skin healing lather of Baby's Own Soap.

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...OF...

## Interest to Women

### POSTURE IS IMPORTANT FOR YOUR PHOTOGRAPH

(By Betty Blair)

Ever wonder why your photograph never quite does you justice?

Self-consciousness is probably the reason. Don't dread having your picture taken; banish the thought that it is going to be simply terrible, and follow these tips from Hollywood, even if it's only a snapshot.

Posture is important — very. If you don't hold yourself erect, the lines of the figure are ruined, making you look shapeless and bulky. The camera has a tendency to increase the width of the body, anyway, you know.

If you are sitting see that you are straight in the chair, for a slumped position pushes your shoulders up to your ears, giving the effect of a short neck and complete lack of grace.

Shoulders should always be in a natural, well-postured position. No slouchings! Keep your back straight but not stiff. Your legs should be kept closely together with the feet parallel or with your ankles crossed. A three-quarter view is usually more attractive than a full front pose.

In a full length photograph, keep your feet close, but stand with one foot slightly in advance of the other with the knee bent a little—you've seen movie stars do it hundreds of times, because it gives the body a long, slim look and flatters the legs no end. Remember to keep your back straight when you are standing, too.

Don't look upward just as the picture is snapped, for this shows too much of the whites of the eyes below the pupils. Focus on an object level with your head. If you look below this level, the light may cast unpleasant shadows on your face that will make it look older, that's why screen stars always hold their heads up. Don't look out of the corner of your eyes even for a roguish effect, because it usually looks merely comic.

Now about hands. If your hands can claim slenderness or some other good points, show them; otherwise don't let them be the least bit conspicuous. If your hand is to show in the photograph arrange it so the side will be presented to the camera, not the back or palms. This will make it look slimmer and more graceful.

Try not to be snatched in the glaring sunshine if you can help; it will make you squint, causing a network of fine lines around the eyes and mouth.

Don't smile too broadly, whether you are posing for a portrait or a candid camera shot. It makes your mouth look large, forms deep wrinkles at each side of it that are exaggerated by the camera, and tends to broaden the end of your nose. Practise looking pleasant without a broad grin. If your nose is long, hold your head up and try to avoid lighting that throws a shadow over it.

### OPEN SHELVES ADD TO APPEARANCE

As open bookcases add to the appearance of a library, so may shelves of the same type create an attractive bathroom. Shaving soap, bath powder and boric acid always seem to clutter all available space and it is annoying to have to move three boxes and the manicure scissors to reach the cold cream jar.

A niche, filled with glass shelves, will hold the more personable bottles and jars and add a colourful note to the bathroom. Funds for building such a convenience are available under the Home Improvement Plan.

### HOW ABOUT A BREAKFAST ROOM IN UPSTAIRS HALL

Sunday morning breakfast is a charming meal and deserves special consideration. It might be a special treat to the family to have the meal served in an unusual way. A large upstairs hall could be made into a most interesting breakfast room for this purpose.

A sunny window seat might have a small table placed in front of it, convenient to electric outlets for toasters or percolators. Bright walls and cheery furniture can change a dark hall into a gathering place for the family.

Funds to be used for redecoration may be obtained from any Canadian bank under the Dominion Government sponsored Home Improvement Plan.

### THAT AFTER-FORTY SLUMP

#### Woman Who Slumps After That Age Tells World She's Through

(By Antoinette)

The old conversational theme "for whom do women beautify, themselves or for some man or men?" was discussed at a gathering recently.

"Well," conceded one guest, "if women don't make themselves beautiful for men, how do you explain the slump that attacks women beyond the loveliest age?"

The argument went on about the age limit for love; that is, the kind that inspires the fair sex to buckle on their most deadly armor and do battle. Naturally, the name of the world's most famous woman who turned the tide for the middle aged was stressed as proving there 'ain't no age limit."

But we won't go into that argument. What we got out of the topic

## Satisfying King Cole TEA Old English Blend

was the suggestion that there comes an age when women let themselves down, because the lovelight is already darkened. It made us think of a number of women who still are keeping themselves up, though four good decades and more are behind them, keeping themselves up as if a new love interest were waiting around the corner. And it made us think of women who truly have that love abandoned look about their entire person.

They show it in the way they walk, talk, in the way the hair is not tended smartly, in the way they let the skin go hang. In a thousand different ways. And, strangely enough, in this last group are women who, because of good and faithful husbands, could be just as much on the qui vive as the younger woman in the throes of her divine romance.

As one in the group remarked: "They must have lost interest in their men, or they'd aim to please more pictorially."

In any event, the thought is worth passing along that, by your appearance you advertise whether you're passe as far as love is concerned, or you're not.

### The Master-Light

The Popular Report (1936-37) of the British and Foreign Bible Society by the Rev. John A. Patten, M.A., its Literary Correspondent.

It is astonishing how year after year this Society brings out a Popular Report of ever-increasing interest, and of surprising variety in the ideas round which it is grouped. The title this year, The Master Light—is taken from Wordsworth's famous line, "a master-light of all our seeing," and the headings of the various chapters indicate the trend of the whole Report: "Light from the Ancient Manuscripts," "The Light of the Translated Word," "The Lamp-lighters," "Spreading the Light," and "Oil for the Lamps." The Scriptures themselves, the great hymns of the church, poets and prose writers, are all taken by this gifted author to illumine his subject, and recent biographies like those of Lord Balfour and Lord Grey, furnish apt illustrations.

The Bible is pre-eminently "The Book of Light," from Genesis to Revelation, and the coming of that

Light in written form in 713 translations, in a yearly issue of over 11,000,000 volumes is shown to bring Light to many souls, and to "blaze a trail of glory in the great Continents of the world."

There are apt illustrations from every country, including the Dominion of Canada, where the coming of the Scriptures to the Indians, and to lonely settlers has indeed brought Light.

"Without being pessimists," the Preface states, "we are all bound to admit that there are many clouds hanging over the world today, clouds of war and hostility, jealousy and misunderstanding, clouds of poverty and unemployment, ignorance and irreligion; and in no part of the globe is the sun shining from a clear sky," but the Bible Society has "a chain of beacons carrying glad tidings far and wide."

The "Oil for the Lamps" needs to be replenished, and the deficit of over \$77,000 must disappear, so that "The Master-Light" may shine more, and more till the perfect day.

Thus in brief outline, another year's work of the Bible Society is depicted, and all who read the Report will be forced to ask, with its talented Editor, "Is the Bible Society receiving adequate support to carry on this work?"—a.

### Tells How To Cultivate Phone Personality

ROCHESTER, N. Y., Oct. 23—If you would cultivate a "telephone personality," watch your speech.

And, added Mrs. Elizabeth F. White, traffic method supervisor of the Rochester Telephone Corporation, "concentrate on your conversation; talk directly into the transmitter.

"It will help your voice and make it a voice with a smile."

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