

This superb tea guarantees the flavour of every cup

"SALADA"

ORANGE PEKOE

ANNE HIRST

Your Family Counselor



"Dear Anne Hirst: Lately you are printing even more letters from girls who are going with married men. They all seem to be caught in a web and can't give them up."

"Perhaps the experience of a friend of mine will show them what they can expect."

"This woman was married, and had a little girl. Her husband drank too much on weekends, so she decided to go back to work—I think to have something else to occupy her mind."

"She became secretary to a married man with three children. He



C515
by Laura Wheeler

The best way to use those precious scraps you've saved. Such a simple patch—so interesting to work, applique and embroidery. Butterflies are newest fashion!

Each butterfly is two pieces, the body is embroidery. Pattern (C515) pattern pieces; directions.

Send TWENTY-FIVE CENTS in coins (stamps cannot be accepted) for this pattern to Box 1, 123 Eighteenth St., New Toronto, Ont. Print plainly PATTERN NUMBER, your NAME and ADDRESS.

Send Twenty-five Cents more (in coins) for our Laura Wheeler Needlecraft Book. Illustrations of patterns for crochet, embroidery, dolls, toys, many hobby and gift ideas. A free pattern is printed in the book.

ISSUE 42 — 1951



Breaking And Entering—That might be the charge against this auto which went out of control and smashed through a window into a basement apartment. No one was hurt. Here Vincent Krauth and his daughter, Karen, neighbors of the apartment owner, survey the damage.

Bank Service Coffee To Its Customers

When customers call at the First National Bank, in Pikeville, Kentucky, they ask for coffee and doughnuts as well as checkbooks. Manager John Yost decided that banking needed unfreezing from its customary dignity and now his bank is furnished with sofas and easy chairs to encourage town-folk to drop in and meet their friends.

The shareholders have found that the cost of coffee or cold drinks more than pays off in good will. When the bank had to take over a small flower farm on which the owner had failed to keep up his payments, Yost decided that its floral offerings could be good for business. Now he sends bouquets to sick clients, and keeps a register of birthdays and other anniversaries. Sometimes a husband overlooks a wedding anniversary, but a good banker never forgets.

Another banker in Palm Beach, Florida, ripped out the marble pillars and cashiers' cages, replaced them with modernist tiles, ordered the men clerks to keep out of sight, and staffed the counters with

twenty pretty girls. In four years the cash intake shot up 1,400 per cent.

At the First National Bank in the village of Franklin Square, Long Island, bank manager Arthur Roth similarly transformed a yard at the back into a trellised garden where mothers wheeling baby-carriages could transact business out of doors. To open the garden bank, he staged a beer and sandwich party for clients.

Then he discovered that winter required a new technique, so he installed marionette shows for children, Christmas trees and a live Santa Claus. On the banks' December expense sheets there appears an annual charge for 4,000 lollipops. These methods pay. Formerly a sleepy branch transacting barely \$400,000 worth of business, it now handles \$12,000,000.

Maybe Americans need a lot of encouragement before they save. The East River Savings Bank of New York asks its customers how much they wish to save each month, then sends each client a bill for the stated sum. Since the average man saves 95 per cent of his debts, this has proved psychologically sound, but now a rival bank has muscled in by offering quick monthly savers a discount!



Moments Of Grace—With heads bowed, hands clasped, war orphans offer prayers of gratitude before eating their simple dinner in the Inchon Women's Police Orphanage in Korea.

AN UNUSUAL OPPORTUNITY FOR THE LARGE OR SMALL INVESTOR...

A Copy of Prospectus has been filed with the Secretary of State of Canada in accordance with the provisions of The Companies Act, 1934, as amended.

New Issue

\$630,000.00

Canadian Javelin Foundries & Machine Works Limited

(Incorporated under the Laws of Canada)

525,000 Common Shares Without Nominal or Par Value

The Chartered Trust & Executor Company, Montreal, Quebec, and Toronto, Ontario, Registrar and Transfer Agent.

CAPITALIZATION

(As at September 6th, 1951)

AUTHORIZED..... 1,000,000 shares — no par value
ISSUED..... 225,005 shares

We, as principals, offer the said shares if, as and when issued and accepted by us, subject to the approval of all legal matters by Messrs. Duquet & MacKay on behalf of the Company and by James P. Arnott on our behalf.

PRICE: \$1.20 per share

The right is reserved to reject any and all applications and also in any case to allot a smaller number of shares than is applied for.

FOREST FINANCIAL CORPORATION LIMITED
226 BAY STREET, TORONTO, ONTARIO

President: Frederick Bryans

EXCERPTS FROM PROSPECTUS

Questions from letter of President:

"The Company at the present time is engaged in the manufacture of Space Heaters known under the trade mark 'WARM MORNING' which have had a nation wide market in Canada for a number of years. The Company also manufactures cast iron hollowware of the same type as produced in the United States, and the Company has contracts for substantial quantities of these products. The Company is also engaged at the present time in the preliminary stages of production of bomb bodies, whose ultimate consignee is the American Armed Forces. In addition to this the Company manufactures miscellaneous large and small industrial castings, in both cast iron and aluminum, as well as manufacturing patterns for its own use and for commercial sale."

Questions from Report of Consulting Engineer:

"CONCLUSION: (a) The production of WARM MORNING stoves, based on present contracts should ensure a minimum operating profit of \$88,000.00 per year before taxes. (b) The production of cast iron hollowware should earn an operating profit of approximately \$165,000.00 per year before taxes. "It is apparent therefore that the existing plant facilities and production capacity is large enough for the plant to realize an operating profit of approximately \$253,000.00 per year before taxes from the production of WARM MORNING stoves and cast-iron hollowware only. "However, the prospect are very excellent particularly so due to the present lack of foundry capacity in both Canada and United States. Expansion programmes for increasing existing foundry capacities would be most opportune at present. "The aluminum and alloy foundry should be operated on a specialized job basis for the future, and your operations should be directed to assist defence supporting industries so as to ensure an adequate supply of raw material."

PHONE, WRITE OR WIRE FOR PROSPECTUS

Please forward, without obligation, Prospectus and additional information in regard to Canadian Javelin Foundries and Machine Works Ltd.

NAME.....
ADDRESS.....
CITY.....

Forest Financial Corporation Limited

226 BAY STREET, TORONTO, ONTARIO.



FALL FAIR TIME IN ONTARIO



....1951....



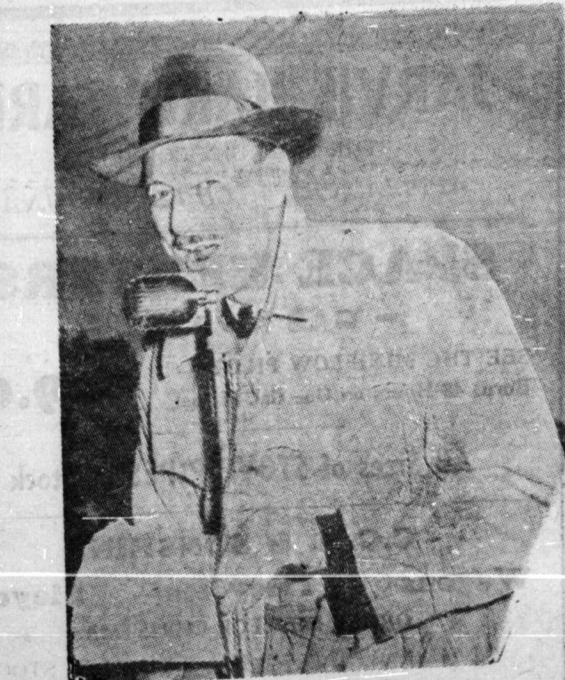
Teeswater, Ont.—No Beef About The Decision Anyway—Allan Goetz of Midway is seen with his beef calf which had just been declared Grand Champion.



Woodbridge, Ont.—Helping Out The Funny Man—Ruth Beynon of Maple lends Erno the Musical Clown some aid in tooting his bagpipes.



Madoc, Ont.—Looks Scrumptious, and Probably Is—Mrs. C. W. York of Madoc displays her First Prize Winning Cake.



familiar figure—Well known at many Ontario Fall Fairs is "micro phone-master" Tommy Mason, who always helps keep things going despite adverse weather conditions.



Norwood, Ont.—A Study In Expressions—Scott Stewart seems pleased to pose for the photographer with some prize-winning asters, but small sister Karen seems a bit dubious about the whole thing.



Madoc, Ont.—Come Long Way To The Fair—Mrs. Medhurst of London, England was amazed by the wealth and variety of good things on display.



THE PICTURES SHOWN ON THIS PAGE

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