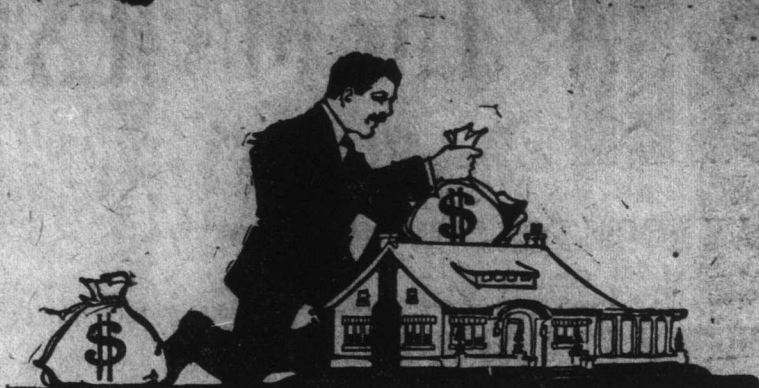


FIRST AND PARAMOUNT,
ABSOLUTE SECURITY TO POLICYHOLDERS



"I'm going to put my money in a home," you say.

A good idea. But don't forget that if death intervenes one payment made on a home will bind your widow to pay the mortgage or lose the home.

One payment made on an Imperial Life policy will bind this Company to pay your widow and save the home.

The proceeds of life assurance policies have paid off many mortgages.

We have an interesting booklet about this subject. Just ask for a copy of "That Home of Yours" and we'll send it to you post free.

THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE - TORONTO
J. A. MACKENZIE, Manager for Newfoundland, ST. JOHN'S

Copyright.

YOUR GROCER

is only too delighted to get it for you if you insist on being supplied with

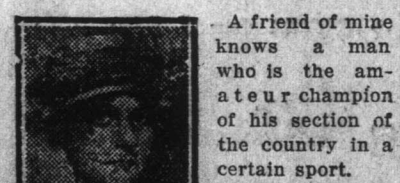
WINDSOR PATENT
"Canada's Best Flour"

MORE LOAVES TOO IN EVERY BARREL

SIDE TALKS.

By Ruth Cameron.

WHEN JOY MAKES FEAR.



A friend of mine knows a man who is the amateur champion of his section of the country in a certain sport.

We were talking about him the other day and I expressed my admiration and envy of anyone who could do a thing so beautifully and come through competition after competition with honors, as he has for several years.

"How proud he must be and how happy," I said to my friend, "to win over all the younger men."

"Yes," said my friend, "he's awfully pleased when he wins, of course; but all the time he's haunted by the fear of losing and knowing that some day, sooner or later, he's got to lose to some one of the younger ones. It's going to be a bitter blow when he finally does lose."

Don't you think that was an interesting glimpse into the mind of a champion?

And through his mind into the universal mind, and the fear of loss that always dwells there in proportion to the joy of possession.

An Old Fashioned Treasure.

I know a woman who had a very remarkable maid for many years, the sort of maid who used to exist and who was known as a "treasure." She was an excellent washer and ironer, clean about her person and the house, a good cook, clever at service and reasonably good tempered.

The employer of this paragon fully appreciated her prize. She would never, she felt sure, be able to stand any other helper after Katie. Last year Katie married, and a few days ago I met Katie's employer for the first time since her loss.

I expected to hear wailing and gnashing of teeth when I asked how Katie's successor was doing, but this is what she said:

Takes More Comfort With Her.

"Oh, no. Mary isn't any where near so good a girl as Katie was, but it's a funny thing I really think I'm taking more comfort with her than I did with Katie. I was always afraid I was going to lose Katie because she was so perfect. I knew I couldn't get another one like her and I worried a lot if I thought she was getting discontented, and put myself out more than I really should have. But now I don't care whether Mary goes or not. I can get another about as good so I don't worry, and there's a certain satisfaction in that."

There is, indeed.

When you come right down to it there are very few luxuries worth more than peace of mind. And the fear of loss is one of the worst enemies of peace of mind.

The higher up on the ladder of any kind of success you go, the further you can fall, and the worse that fall will hurt. Which I know is no way to talk to people who need their ambition stimulated.

The Eternal Compensation.

But there's an awful lot of people who in the nature of things can't get

very high up on the ladder. And it may be a comfort to them to know that there are compensations in not climbing too high.

There is a little known poem of Longfellow's (a translation I think) that even as a child fascinated me though I could hardly have had much idea of its meaning then.

Perhaps it's fascination lay in the fact that it is so completely denied the childish idea "When I'm rich."

Whereunto is money good? Who hath it not as hardihood Who hath it hath much trouble and care

Who hath had it once hath despair."

Fads and Fashions.

Leopard, tiger, mink and hare, treated to look like fox, are particularly good this season.

Many smart women have the same gown or hat made up in different materials or colors.

The smart Parisienne does not wait for a rainy day to carry her short, stubby umbrella.

SNOODLES



Fistic Battle in Field

Rural Heavyweights' Fierce Fight—Reminiscent of Old-Time Prize Ring.

Two local heavyweights, Fred Shipp, of Northampton, and Sam Harrison, of Rushden, met in a field near Rushden, Northants, and fought for a purse of £40. Harrison won in the third round, when Shipp failed to rise after heavy punishment on the head and body. Both men have a local reputation in the ring, and the purse was subscribed by admirers in the district. Harrison is a navy, and his antagonist is an agricultural labourer. Neither is in the first bloom of youth, but both looked fit as they entered the 16-foot ring and faced each other with regulation gloves on. The fight was witnessed by a large assembly of sportsmen, and the betting was fairly even. There were heavy exchanges in the first round, but throughout Harrison had the advantage and scored first blood. Shipp showed great gameness and returned Harrison's blows, but not so effectively. More than once both men fell during the fierce encounter, and the battle was more in the nature of an old-time prize fight than a glove contest. Blood flowed freely on both sides, and the excitement among the onlookers was intense. There was more hard hitting than skill, and it became evident that the stress of battle was beginning to tell on the two burly veterans, who certainly put more into their punches than is the case in the much-vaunted "fights" for heavy purses in London. It was while Shipp lay sprawled on the turf that the end came. He rose just a fraction of a second too late and was counted out, but everyone, including the loser, voted it grand sports and parted good friends.

Our Horses' Ancestors

The unrivalled breeds of horses that Britain possesses were derived originally from Arabian stock. Arabian horses are of two types, the Kadischi, whose origin is unknown, and the Kuchlani, of whom written genealogies exist dating back for 2,000 years.

The Kuchlani are kept for riding purposes only, and are said to be descended from Solomon's studs. They can go for long periods without food, being remarkable for their dauntless courage in the face of danger.

Although neither large nor handsome, the Kuchlani are extraordinarily swift. Some types of this breed have a higher reputation on account of their alleged uncontaminated nobility.

Many of the tales told about Arabian horses cannot be believed, for the Arab is naturally prone to exaggeration, and in his eyes nothing can be too good for the steed that he loves almost as much as his children.

"In the Shadows of Whitechapel"

SHOWING AT THE NICKEL TO-NIGHT.

Who amongst us that did not sit and enjoy the thrills of the melodramatic successes of other years? How we hissed the villain, cheered the hero and loved the heroine, how we laughed and roared at the antics of the comedian, the realistic fies, train wrecks, horse races and stirring rescues. Shall we ever forget them? Impossible. The old traditions of entertainment must be kept intact and with this end in view and with the facilities for visualizing the big punch scenes in their actual locations in a real and true manner, Hepworth Films of London have produced "In the Shadows of Whitechapel."

Conceded to be the biggest of England's big melodramas, London and the provinces have taken it to their hearts and practically overnight this sensational motion picture production has attained a smashing success. The English press, without a dissenting voice, have endorsed and actually labelled this the biggest of England's big melodramas. The musical settings are a joy to hear. Old familiar music hall melodies made famous by the headlines of the varieties of the Old Country are heard again for the first time in many years. A vivid picture of the slums with their joys and sorrows, love and laughter, their quaint mannerisms and quaint "lingo," which is presented in a true story of life in London. "In the Shadows of

"Paddy the Next Best Thing." Star Movie TO-DAY.



MAE MARSH

He Prayed for a Son—But being denied this he accepted Paddy (Mae Marsh)

AS THE NEXT BEST THING.

A Rollicking, Romantic Story of Irish Wit and Humour, with Gripping Love Scenes that sets the heart-blood pounding.

Admission 20 Cents

Friday: The Famous LARRY SEMON, in his Latest Comedy

"Trouble Brewing"

Monday: The Darling of them all—MARY PICKFORD, in

"Dorothy Vernon of Haddon Hall"

SCOTT'S New Gower Street Millinery Style Center

English and American Importations
Now Ready for Your Inspection.

A personally selected assortment of Ladies' Hats, in Felt, Velvet and Valour Hats—all reasonably priced.

We cordially invite you to view our display before many of the lovely models have been picked up.

Open Every Night
ALEX. SCOTT, 13 New Gower St.

Successful Card Party and Dance

The Star Ladies' Association held a very successful Card Party, and Dance in the Star of the Sea Rooms last night. There was a large attendance, and an enjoyable evening was spent by all. The prize winners in the Progressive Card Tournament were won by Messrs. J. Kennedy, R. Moakler and Mrs. W. Doody. Following the serving of teas dancing was indulged in, and did not conclude until an early hour this morning. The Elimination

Dance was won by T. Power and Miss Hann. The music was rendered by the C.C.C. Band.

Enjoyable Dance at Gaiety Hall

Last night's Dance in the Gaiety Hall by the Prince's Orchestra, was largely attended, and proved a very enjoyable affair. The dance programme was a very lengthy one. The decorations used for the Strollers' Dance were left up and the scene was very pretty.

TRY
MACDONALD'S
BRITISH CONSOL
CIGARETTES
AND
PRINCE OF WALES
CHEWING TOBACCO.
Baird & Co., Ltd.,
Agents.

They Give Real Service.

By CY HUNGERFORD