

"In the Midst of Life"

Not long since a prominent young business man was granted \$5,000 insurance in The Imperial Life. He passed the rigid medical examination required and so expected to enjoy many years of continued good health.

A few days later he was drowned, and in less than a month from the day his insurance was issued his father had been paid the proceeds.

Perhaps you expect to live for many years—and you may. But suppose you die next week. Will your widow then have to face a life of drudgery?

Or, will you, while you still have the opportunity, provide for her a regular, monthly income to continue as long as she lives?

Write to-day—while you are insurable—for free information as to how this can be done.

THE IMPERIAL LIFE ASSURANCE Company of Canada

HEAD OFFICE TORONTO
J. A. MACKENZIE, Manager for Newfoundland, ST. JOHN'S



London In Figures.

Where the Death-Rate is Highest—Widowers Who Do Not Like To Marry Widows.

Romance is not usually to be found in books devoted to statistics, yet "London Statistics," 1921-3 (P. S. King and Son), contains some wonderfully interesting and diverting information. For instance, we learn that while the population of Greater London is still increasing, soaring towards the 8,000,000 mark, that of the County of London is slowly and steadily shrinking. This is evidence of the great migration to suburban which has become so pronounced in the last 20 years. The City shows the greatest drop in population, and boroughs that show it noticeably are Chelsea, Bermondsey, Finsbury, Holborn, Westminster, St. Marylebone and Stepney. On the other hand, Wandsworth, Fulham, Camberwell, Lambeth, Lewisham, Hampstead and Kensington show increases. The number of babies born in London has been getting smaller and smaller. Here figures are available only to the end of 1922. There were only 152,795 births in 1922 in Greater London, as compared with 153,052 in 1920. Only 148 babies were born in the City. Shoreditch held the record for babies in 1922 with 28 for every 1,000 of population; Bermondsey (28.3), Poplar (26.7), and West Ham (25.7) were close rivals. More affluent Westminster (13.3), Hampstead (14.8) and Wimbledon (14.1) were the boroughs with the lowest birthrates per 1,000. There were nearly as many deaths by violence as from old age in 1922. Only 3.5 per cent. of the deaths in the L.C.C. area in that year were due to old age, while 3.3 per cent. were due to suicide and other forms of violence. More than one-third of the total number of deaths occurred among persons over 65. Nobody over 15 died of whooping cough. Bermondsey had the highest death-rate with 16.9 per 1,000 of population; Finsbury and Shoreditch were next with 16.3. Hampstead and Lewisham (11.2) had the lowest rate in the L.C.C. area, though they do not seem to be so healthy as many of the outer suburban boroughs, where the rates are extremely low, falling to 5.7 in the case of Southall, New Wood. On the evidence of this most interesting book widowers do not like to marry widows; the widows in turn prefer bachelors. In 1921, 4,104 widowers remarried, but only 1,579 of them chose widows, although 4,445 widows were married again in that year. The book talks also in figures of London's weather. July produced the rainiest week of 1923, while the rainiest month was October. April, June and the winter months showed the lowest rainfall. May was the sunniest month of 1922, with an average of 9.17 hours of sunshine daily; June was second with 7.83; and November, however, claimed nine of the 19 days of fog during

the year. At the end of 1922 there were 4,409 ice-cream premises in the L.C.C. area, an increase of more than 1,200 on the previous year's figures. Wandsworth alone had 324 of these. Camberwell came next with 221, and then the City with 209. The Metropolitan Asylums Board is responsible for some interesting hospital statistics. Of the cases of smallpox received in the Board's hospitals in 1922, 31.9 per cent. died. This is the highest percentage recorded in the book, which goes back to 1876. On the other hand, the total number of cases admitted in 1922 was only 72, while in the five years 1876-1880 the number was 16,318. London lunatics numbered 25,924 on January 1, 1923, of whom only 15 were criminal lunatics. An interesting table of the increase and decrease in lunacy during the past 30 years shows a steady rise from 1890 until 1915, and after that an abrupt fall, which reached its lowest point in 1920. Since then there has been a very gradual rise. There are 91 public libraries in the L.C.C. area. Wandsworth and Lambeth each have

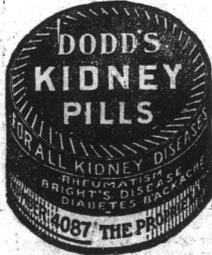
eight, while Westminster and Kensington each have but three, and Chelsea one. The statistics of books taken out of these libraries for home reading show that readers of fiction have increased enormously in the last few years. The figures are:

	Fiction	Literature
1904-5	3,606,232	1,098,456
1912-13	4,815,470	1,771,091
1922-23	6,628,283	1,952,397

But, although the preference is for fiction, there are nearly twice as many "general" works stocked as there are novels. Some interesting traffic statistics are given. On April 11, 1923, between 8 a.m. and 8 p.m., 12,111 vehicles passed over Westminster Bridge, of which only 1,465 were horse-drawn. This figure does not include barrows, cycles, or motor-cycles. Hyde Park Corner appears to be the busiest traffic point in London, for on July 10, 1923, the horse and motor vehicles passing it numbered 49,475. Trafalgar square was next with 38,001, and then Piccadilly Circus with 34,537.

Fads and Fashions.

Bindings of bronze moure ribbon are delightful on a frock of cyclamen-pink silk. There is no doubt about the fact that gray is the smartest of the neutral shades. Drop shoulders often take the place of sleeves in morning and afternoon frocks. Youthful frocks of colored organdie have bouffant skirts and scalloped edges. A scarf of plain-colored handkerchief linen is worn with a frock of printed linen.



Just Folks.

By EDGAR A GUEST

HE TRIED.

He didn't succeed—
For the deed
Was too much for his strength and his skill.
We know, now it's done,
That he couldn't have won.
But somebody we know that he will.
He didn't achieve the far goal.
At the last he was driven aside;
But this you must say
To his credit to-day,
He didn't succeed, but he tried.

He didn't succeed.
As you read,
That another has taken the crown,
There is this you can add
In behalf of the lad
Who struggled out there and went
down:
Some time he will stand at the top
And gain what to-day was denied;
Out there in the heat
He encountered defeat,
He didn't succeed, but he tried.

It is not what you gain
From the strain
That makes you as bad or as good;
It is not what you do
That brings credit to you.
But the thing you would do if you
could.
The dream you have cherished and
sought,
In that is all merit and pride.
At the end of the way
God shall smile—can you say,
"I didn't succeed, but I tried."

Speech of Lloyd George Creates Stir in England

LITTLE WELSHMAN HAILED AS "GREATEST EMPIRE BUILDER" BEFORE EDITORS.

LONDON, July 9.—(Canadian Press)—Is the very-versatile Lloyd George about to start out in a fresh breeze to stir political waters of the British Empire?

Of late the former premier and coalition leader has frequently been likened to the proverbial ship without a sail. Has he discovered and bent on a new mainsail and headed into the political winds from which England is never free? These are questions asked this morning following the dinner last night when Lord Beaverbrook entertained the visiting Canadian weekly newspapermen and at which Lloyd George was the piece de resistance among the orators. Lloyd George was hailed by the host of the evening as the "greatest Empire builder of our time." The former premier then took the floor and addressed the company of six hundred till nearly eleven o'clock. It is considered significant today that the Daily Express, which is a Beaverbrook publication, gives the Lloyd George speech verbatim, despite the many generalities of the address and the limited space in the paper. The speech is also given the main position in the edition. Editorially while The Express has practically nothing to say about the speech, it talks in a leading article about the

"mistake of ignorance regarding the Empire vanishing."

On the street to-day the interpretation of the foregoing is that Beaverbrook and Lloyd George are out together to stir the political waters. The former premier, in speaking before the Canadian newspapermen indulged in the vital gestures and picturesque phraseology for which the "little Welshman" is famous. He pleaded against the seeking of imperial unity along the road of controversial issue. It is thought that Lloyd George's reference to "controversial issue" was a dig at Lord Birkenhead's statement at last Sunday's reception to the Canadian newspapermen at Col. Grant Morden's country house, where Birkenhead asked the guests to carry back to Canada the message that "the decision of Parliament in reference to imperial preference, which was taken in the teeth of protests of our party, is not only not irrevocable, but shall be revoked." Birkenhead also proclaimed himself as "one who was not always wrong in his predictions concerning the future."

T. P. O'Connor and Sir Hamar Greenwood, who were also present at the Grant Morden affair spoke after Birkenhead but forebore to enlarge on political matters, possibly because it was Sunday. It was noted, however, that the speech of the genial old nationalist dean of the House of Commons seemed directed in certain sentences towards "putting a spoke in the ex-Lord Chancellor's wheel," according to one auditor.

RICHARD HUDNUT

THREE FLOWERS FACE POWDER
The Face Powder that is Different
Having the Particularly Desirable
Quality of Adhesiveness and per-
fumed with the Distinctive and
Appealing odor of Three Flowers
In All Popular Shades

Murdered Deputy

Chief of Press Bureau Surrenders to Police.

Commentatore Cesare Rossi, whose disappearance following the kidnapping and murder of Signor Matteotti caused a sensation, has now surrendered to the police. Over seventy persons are now in the hands of the police in connection with the crime, which has caused immense excitement throughout Italy. Rossi was the former chief of the Italian Press Bureau. He is accused of having been the organizer of the gang of ruffians who are alleged to have committed, not only the Matteotti murder, but several previous acts of violence against Deputies and others, and of having subventioned these ruffians with funds from public money. He said he had never intended to conceal himself from justice. He had hardly known of the warrant issued against him.

Household Notes

Try serving tomato sauce with toasted cheese sandwiches. Season cheese soufflé with a little mustard, red pepper and salt. Sliced apples, cabbage and ripe olives make a wholesome salad. Serve a berry roly-poly with a hot sauce made with berries. For the camp supper cheese sandwiches are nice fried on bacon fat. Oil should be thoroughly chilled before it is used in salad dressing. Serve fried eggs in sandwiches, adding a slice of tomato and onion. Crystallized mint leaves make a delightful garnish for a fruit salad. Small white onions are nicest for glazing. Cook until a delicate brown. A tart jelly, such as currant is nice with rice timbales or croquettes. Serve egg sauce with boiled fish, and accompany with sliced cucumber salad. A little grated nutmeg or cinnamon gives a nice flavor to doughnut dough. Chopped walnut meats are delicious in bran bread, sweetened with molasses. Your fruit punch will be improved by the addition of a little finely chopped mint. Peanut butter moistened with a lit-

MONEY SAVING SPECIALS IN SUMMER WEAR

Boys' Cricket Belts

Boys' Bathing Suits

Assorted Colors color Extra Exceptional value.

Trimmed with White and Red.

20 and 35 cts.

MEN'S BALBRIGGAN UNDERWEAR

Always Cool.

Comfortable fitting style in that shade of Fawn that keeps its good colour. Garment

75c

Ladies' Summer Vests with Strap.

20c. Garment.

BOYS' KNICKER HOSE50c. pair

LADIES' WHITE HOSE35c. pair

BOYS' SUMMER BLOUSES from 85c. to \$1.60

LADIES' JOB SWEATERS

Wonderful assortment to select from. Only . . . \$1.69

MILLEY'S

RACINE

MULTI-MILE

CORD TIRES

are the Best Value

Your Money Can Buy

All Sizes in Stock

JOB'S STORES, Ltd.

The catsup makes a delicious sandwich filling.

A delicious layer cake is made by using Graham crackers rolled fine instead of flour.

Tapoca cream pudding is especially nice when flavored with chopped, cooked prunes.

Garnish a mold of jellied chicken with boiled tips of asparagus and pats of mayonnaise.

If possible it is best to eat a light meal at the hottest time of the day—generally noon.

Pineapple ice is delicious served in

glasses of pineapple ade, and whipped cream.

The salad served with a heavy center should be simple, and the dressing not too rich.

Mushroom soup is nice slightly thickened and flavored with nutmeg, pepper and paprika.

A salad of crisp greens and a dish of egg sauce are nice served with baked fresh salmon.

A slice of ice cream is served between two slices of cake and topped with crushed berries.

Fruit sundae are so easy to prepare

at home. Use fresh or canned fruit in a rich syrup.

The Basic Ideal before applying a Face Powder. Delicately scented with THREE FLOWERS PERFUME.

RICHARD HUDNUT
THREE FLOWERS VANISHING CREAM
The Basic Ideal before applying a Face Powder. Delicately scented with THREE FLOWERS PERFUME.

The West End Garage, South-side of Browning's Bridge.
Phone 385 for service.
July 19, 1924.

MUTT AND JEFF

A TERRIBLY HUMILIATING SITUATION FOR THE LITTLE FELLOW.

—By Bud Fisher.

Panel 1: "I'VE GOT A MEMORY LIKE A FISH. I TIED THAT KNOT TO REMIND ME OF SOMETHING BUT NOW I CAN'T THINK WHAT IT WAS."

Panel 2: "HEADACHE, JEFF?"

Panel 3: "NO, SOMETHING'S SLIPPED MY MEMORY AND I'M WORRIED."

Panel 4: "I TIED THIS KNOT IN MY HANDKERCHIEF A WEEK AGO AND I CAN'T FOR THE LIFE OF ME REMEMBER WHAT IT WAS TO REMIND ME OF."

Panel 5: "M-M! MAYBE IT WAS TO REMIND YOU THAT IT'S TIME TO LAUNDRY IT!"

Panel 6: "RUB RUB RUB"

PEPY

July 16th
the weather
on the
Indec
by whi
preven
in pac
new the
million del
ment of M
and 11 th
it counts
in daily
will meet
agribbs to
loan, an
company w
ages, and
great possi
even may s
the busines
increas
And indee
country is
outcomes, si
appear. Lab
what them
his day, a
Council
since the B
lately vi
concert on
one of the
same time
blame not
of air sign
of the Me
blame the
watch the
effort to pr
spect, there
reference to
be a wise t
did it their
Povey in h
of LeMarch
tar that w
most, and
low, would

W

D

A quiet
place at St
day mornin
Lillian Day
was united
Matrimony
of the Rev
Rector. Re
the ceremon
The bride
her uncle,
ter Avenue
in a lawn
served a
and mader
ed as a bid
Edith Hou
peacock ha
ried a bou
nations. T
Day, wor
silk with
supported
H.A.

After the
party repa
where a
served an
ed the br
and the b
proposed
ding Mar
played by
The cro
was a che
gold pen
bride's pr
A French
After the
whole pos
trained
honeycom
The pres
and valu
esteem as
Mrs. Edw
Mr. and
years of
ACKN
Browning
ledge the
sistence

Miss
Serge
day's ex
ting. Fie
will ente
of St. Jo
she will
Brook, G
Boston, M
Mrs. Bart
been visi
Mangel.
Thistle
three w
to-morr
ports, h
menasly

Pea
ing—
A fro
labo
with g
Broad
with fl
spe
qu