

CHICAGO'S DIZZY SPENDERS SHAME PAR AVE. GOLD RAIN; RUN THROUGH LARGE SUMS

Chicago, Feb. 7.—Answering New York's boast that 4000 families in Park avenue would spend \$250,000,000 in 1927 Chicago today proclaimed it had a thousand families that are spending \$35,000,000 a year to live in a similar style and district here.

But the Chicagoans get as much in goods and services for from a half to three-quarters of what the Manhattanites spend, local financiers declare.

A. W. Straus, vice-president of S. W. Straus & Co. and president of the Michigan Avenue Association, is the source of the Chicago figures. In the interesting comparison of the highest costs of living here he bears the same position as H. Gordon Duval, president of the Park Avenue Association, who was the source of the New York figures.

The Lake Shore Drive, the northward extension of Michigan avenue, is the district wherein Chicago's spenders live. This includes the old "Gold Coast" composed of imposing homes such as that of Mrs. Edith Rockefeller McCormick, and the newer "Platinum Coast" composed of towering de luxe apartment buildings standing with unobstructed view of Lake Michigan.

Much of this concentrated fashionable district in which apartment rents range from \$6,000 to \$15,000 a year is "reclaimed" land, built upon the shore of the lake by filling in. It is the new centre of stylish homes that succeeds old Michigan avenue which has passed on to the business, in the same

manner Park avenue in New York came forward after the Grand Central development and fashion abandoned Fifth avenue to business.

Mr. Straus is one of the best fitted men in Chicago to discuss values and expenditures, because his concern has underwritten bonds on many of the apartment buildings on the Lake Shore drive district, about one mile from the "Loop," and knows what people pay to live in these flats and what the stubs in their personal check books show.

"Understand that these figures are not statistics," Mr. Straus commented.

"They are only estimates. It is true that in Chicago people can live as well as they in New York for from 21 per cent to 50 per cent cheaper.

Prices Under Our Scale.

"The figures as reported by the Park Avenue Association estimate there are 4000 families on Park avenue who spend a total of \$250,000,000 a year. I would say, offhand, that there are 1000 families in Chicago who spend \$35,000,000 a year. That means that in proportion, they spend one-half as much. But I will venture the opinion that they live just as well, have as many servants, as well appointed homes, travel just as much, have as many flowers, as good food, and spend as much or more for charities as they do in New York.

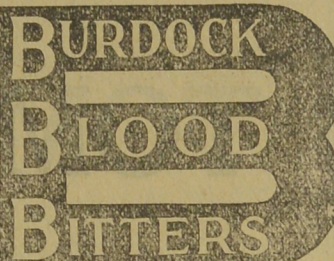
"The day is fast arriving," Mr. Straus concluded, "when as vast a stream of wealth will pour out of the pocketbooks of rich Chicagoans into Michigan avenue shops and stores as now comes into the cash tills of Fifth avenue stores from New York's rich folk.

"Chicago—and the rest of the country—is speedily arriving at a realization that Michigan avenue, Fifth avenue and the Rue de la Paix have a similar ranking."

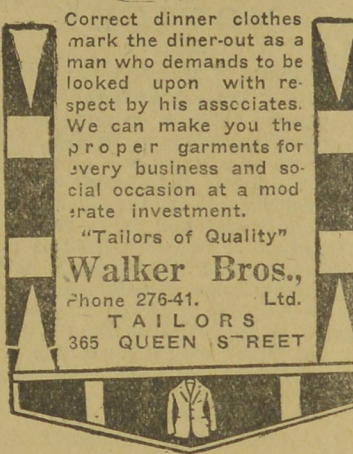
Political ambition tames some men and makes others wild.

Was Nearly Crazy With Boils All Over His Body

Mr. S. L. Burke, Barronsfield, N.S., writes:—"For some time I was nearly crazy with boils all over my body. I tried everything I could think of to get rid of them, but to no avail, for as soon as one was healed up another would appear to take its place. I was advised to take



and after I had used two bottles the boils had all disappeared and I have not been troubled with them since." Put up only by The T. Milburn Co., Limited, Toronto, Ont.



George Young, the 17-year-old Catalina swimming hero can't make the movies because he doesn't screen. That'll probably save the boy.

SQUALOR AND FILTH MARK OLD BENARES; RELIGIOUS FAKERS ABOUND AND ARE REVERED

Benares is a dirty place its children packed away 21,000 to a square mile and the dreadful streets a few feet wide, cannot be pictured in words. To see them is to realize that people can live in filth. The maze of lanes, dark, dirty and crooked is crowded with pilgrims, dogs, cows, fanatics and peddlers, jostling one another, writes Harvey N. Shepard in The Boston Herald.

On either side totter the houses high and overhanging with small windows aloft and below, small shops redolent of religion. The metal work in these shops is the manufacture of brass and copper idols, lamps and sacrificial utensils and all sorts of cooking and drinking vessels. The harigold flares in daisy chains along every street; and in the hot and stagnant courts both air and sun are shut off by the dense foliage overhead of hatted peapals.

The competition for sites has forced the houses to double the usual height and has squeezed the streets to half their normal breadth. Every prince and wealthy merchant who profess the Hindu religion wishes to buy or build a house for himself in Benares. Moreover, people rich enough to pay Benares rents can afford fine balconies and doorways; so the result is a city of extremely narrow, irregular streets, between fine, tall, purely Oriental houses.

Fakirs Abound.

Ascetics called Sadhus, if they are Moslems, abound in Benares; in the streets, at the ghats and in the bazaars. The last census of India gives five millions of these saints. They frequently are naked and always repulsive; their hair quite often infested with vermin, hangs in filthy matted strands about their shoulders; their faces and bodies are smeared with ashes or mud. These holy men wander from place to place, and are supported by gifts. It is a pious duty to feed them and even the sternest householder will give a dole of cake and pease pudding. When in Benares they were sitting upon the ground, there was spread before each of them a cloth and on this the passersby paid their tribute. His religion teaches the Sadhu to mortify his flesh.

One popular method is to hold the hands or feet in one position until they become fixed and never again can be moved. Others, fasten their eyes upon a plant or vine and watch its growth for days or months. I saw one man who had held up his arm until it had withered and looked like a jointless upright stick. It was awful. I saw another who allowed his hair to grow in fulfillment of a vow made by his mother that it never should be cut. If he had not tisted the long, matted strand over his arm it would have trailed upon the ground. Another vow he made was never to sit down to rest between sunrise and sunset.

Torture Themselves.

Elsewhere in India I saw ascetics who make a tour with the soles of their feet covered with tacks or who crawl on their stomachs using only the movements of the abdomen or chest. Close to these tortured creatures is a wooden bowl for the offerings of the faithful. In receiving alms an ascetic merit, confers the favor. With the gift the donor passes on his own sins and the saint takes upon himself the consequences of the evildoing of the giver. He is the scapegoat out his stock of merit is so great he escapes punishment and goes scathless.

Of all the many repulsive manifestations of religious feeling which meet the eye in Benares none is more disgusting than shameful deference, shown to these loathsome ascetics. It is no uncommon thing to see a rajah rise in the howdah on his state elephant and salaam to a filthy sadhu by the roadside. Religion in India has the strongest hold upon all classes of Hindus; the rich and the poor the learned and the ignorant. It is the strangest, saddest and most baffling thing I have ever seen.

Disgusting Scenes.

The streets are almost indescribable. At every step I would just escape collision with a holy man a haggard widow, a sacred bull or a corpse; and sometimes I was brought to a standstill by the procession of a god, carried in a litter with a crowd shouting behind and a band shrieking in front. After a Hindu breathes his last the family retire and the undertakers bathe the body, dress it in white cotton cloth wrap it in a sheet with the head concealed, place it upon a bier

made of two bamboo poles and cross pieces with a network of ropes between and four men, with the ends of the poles on their shoulders start for the burning ghat at a dog trot singing a mournful song.

The city is the paradise of bulls and cows. These blissful beasts stroll upon the streets wherever they choose and at their pleasure munch vegetables under the noses and beards of the traders, who watch them with smiles, thanking the divinity for the signal honor of the visit. The children though do not appear to hold them in such reverence and I often saw a naked little boy drive them away with a stick brandished in his hand. Then there are the monkeys which scamper about in full possession of those parts of the streets they care for, girdling and playing pranks on one another and the passersby. They cause much loss to the poor natives whose food they often steal.

There is a charm of color in the throngs; men in saris, some pink some yellow and some in all the colors of the lawn; women in rainbow-tinted saris, with varied shades of lemon, rose and pale blue contrasting with simple white and deep indigo, crimson and orange, and with the rich silks of Southern India. Even if the women wear only cotton or muslin the beauty and variety of the tints are wonderful and fill the bazaars with a stream of ever changing hues of the most unexpected combinations and harmonies. The reflections from the copper ewers and drinking vessels upon the heads of the women shimmer against the silvery glints of the many bracelets and necklets and the rings which they wear round their ankles for their dust gray feet are decked upon toes and ankles with rings and bangles which accompany their passage with an incessant tinkling and chiming like the tinkle of tiny bells.

MUTUAL LIFE OF CANADA HAS PROUD RECORD

Net Earnings Last Year the Largest in the History of the Company.

The largest net earnings in its history is the proud record of The Mutual Life Assurance Company of Canada for 1926, as shown by its Fifty-seventh Annual Statement, published today.

The year was also rendered distinctive by the writing of the largest volume of new business in the Company's history, totalling slightly over fifty million dollars, and by the reduction in the ratio of expense to income to the lowest point in the Company's history, namely, 15.11 per cent.

The net earnings of the Company in 1926 amounted to \$1,141,375.70, an increase over the preceding year of \$344,393.29. This amount is the most important item in the entire statement, inasmuch as in it all the transactions of the year are involved. The surplus or net earnings constitute the final result of the year's business and the Policyholders who constitute the Company will benefit exclusively.

Although The Mutual Life of Canada has long had a reputation as an economically-managed Company, the management succeeded in bettering all previous records in this respect in 1926, when the ratio of expense to income decreased from 15.23 per cent. to 15.11 per cent. This showing is all the more remarkable when it is considered in conjunction with the fact that no less than \$50,029,348 of new assurances was issued during 1926, an increase of \$4,465,771 over the preceding year and constituting the largest volume of new business written in the Company's history.

The writing of such a volume of new business necessarily meant a large outlay and the reduction of the expense ratio, in the light of this showing, is all the more gratifying.

The net increase in business in force was \$31,540,437, leaving the total of policies in force at \$354,069,722, after allowing for terminations amounting to \$24,334,256.

Altogether, the Policyholders of The Mutual Life of Canada have reason to look back upon 1926 as a crowning year and may reasonably look forward to 1927 as likely to equal, if not surpass, its predecessor, as all signs point to marked prosperity during the year of Canada's Diamond Jubilee, in which the Company completes its fifty-seventh year.

The Ford Motor Co. of Canada, Ltd., operates the only complete automobile factory in the Dominion of Canada.

HAD DINNER ON NILE WITH LORD KITCHENER

London, Feb. 7.—"Belle of Bohemia"

a book of memoirs by Belle Livingstone describing the adventures and friendships made in Europe by an American girl who, like the heroine in "Gentlemen Prefer Blondes," set out to conquer the old world with \$150,000, the finest figure in the world and plenty of wits, is making a bid to become England's best seller.

The cautious publishers, afraid of being trapped like the publishers of the recent "Whispering Gallery," forward with the book a notification to the effect that they hold a certificate from the author stating that the contents of the book are true.

Belle Livingstone started her life adventure in Saginaw, Mich. When her foster father refused to allow her to go on the stage because she was unmarried she walked the streets, approached the first decently dressed man she met and asked him as a favor to marry her at once, which he did. They parted, to meet a few years later in order to obtain a divorce.

Went to Europe.

The unknown husband, however, was so much impressed with the charm of his unknown wife that at his death he left her \$150,000, which she packed in a bag and took off to Europe.

Armed with a letter of introduction from the late tobacco king, J. B. Duke, to a London friend, Belle arrived at the capital of the empire and here was introduced to King Edward, then the Prince of Wales, who was so attracted by her beauty that he always invited the "Ocean Rover" to his parties.

But friendships with royalties and wealthy city men meant nothing to Belle. She conquered the friendship of a man that no woman had ever been able to conquer. That man was the famous Lord Kitchener.

"Let there be no misunderstanding," writes Belle. "There was never the slightest question of a flirtation. It was just a friendship between a man of great brain and worldwide fame and a Bohemian who happened to be a woman. That is all.

"In spite of all that has been said, Kitchener was no woman hater. The honors and publicity always focused upon him made him hypersensitive to any feminine advances. He had an early love disappointment."

Dinner on the Nile.

When Belle of Bohemia went to Cairo she received a mysterious message, saying to go to the Nile, where she would find a Dahabieh flying the American flag. She went and found a vessel fitted up to resemble a London apartment, with her favorite books lying about. A note on the table said:

"An old friend permits himself to ask if he may dine this evening on your houseboat."

The unknown man was the taciturn British High Commissioner to Egypt, Lord Kitchener, who had heard of her coming to his province and who did what he had never done for any other living person.

THE DAILY MAIL

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A. J. HANLON, 83 Regent Street.
W. GRIEVES, Cor. Regent and King Streets.
RAY BARKER, Cor. Carleton and King Streets.
WESLEY ERB, 286 York Street.

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