

LIFE INSURANCE With PROFITS

90% with Profits

"The improvement in mortality will go to increase the surplus of the companies, thus making possible larger returns to the policyholders, of whom approximately 80% are insured on the participating plan."

Mr. G. D. Hickey, Dominion Government Superintendent of Insurance, in Toronto Globe Financial Survey, January 14, 1923.

The above statement referring to the combined business of all companies doing business in Canada, made with authority by the Dominion Government Superintendent of Insurance, would indicate that Canadian policyholders prefer the with-profits plan of insurance. There must be a reason.

They buy what experience teaches them is best in the long run.

The Confederation Life Association issues policies "with profits" and "without profits" and also with Guaranteed Dividend.

Good profits on policies are earned, because risks are selected with care; because the Company's investments are carefully made and yield good interest returns; and because the Company is efficiently managed.

On these three counts the Confederation Life Association has a 51-year record of success.

Write for particulars of Profit Paying Policies or ask for a representative to call.

CONFEDERATION LIFE ASSOCIATION

Tear off this Coupon and Mail Now

DUGALD MUNN ERNEST FOX
Managers for Newfoundland.
Office, Muir Building,
ST. JOHN'S.

Please send me, without obligation on my part, particulars of your Profit Paying Policies.
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Age.....
Address.....

Whenever you buy roofing felt you should also buy Simplex Roofing Nails.

Simplex Roofing Nails are better than nails and tins.

The head of a Simplex Roofing Nail is as large as a 20 cent piece and three times as thick as a roofing tin.

Simplex Roofing Nails are all solid iron and will last as long as your roof—they won't rust out.

When you use Simplex Roofing Nails you may be certain the felt won't blow off your roof.

Simplex Roofing Nails are sold everywhere. Ask to see them.

Political Paragraphs.

On the last lap!

Now, Boys! A long pull, a strong pull! All together!

No splitting votes. Give the straight ticket for the Opposition.

The Government heelers are limp as a wet rag. They are blinding on bets with Government money.

Don't mind them. The victory will be ours as sure as the sun will set on May 3rd.

We want to make St. John's a place to live in for all without charity doles.

If you vote for Squires you vote for Coaker, whose del policy has ruined our city.

Notice every time that the man who is shouting for Squires is doing so because he is either being well paid for it now or expects to be in the future.

Conception Bay can depend on St. John's for six men. Come on now. Men with your nine. Squires' reception shows you will do this.

Terra Nova expects every man to do his duty on May 3rd. That duty is to vote for Bennett's men and save the country from complete ruin.

The Straight Shore telegraphs sure victory for Long. Big break in Coaker's former stronghold.

Squires' abusive and insulting language killed any chance that he may have had in Harbor Grace and Bay Roberts.

The Detectives will have something substantial to work on when they come this time. The one question in particular that we all would like to see answered is "What did Campbell do with that \$800,000?"

The way the Government is squandering money in their foolish attempt to buy up the elections so exceeds all former Governments' conduct in this direction, that the public are paralyzed into silence.

Even the recipients of bribe waste know it is all wrong and that they will sweat by and by in taxes to pay the interest. The reason that attempts to buy up all the voters are not made is because there is not money enough to go round. All right thinking men will vote to put such a gang out of power.

Squires' plauders take refuge in the argument "Oh he kept the people from starving." Well, any Government would do that. No Government would see a man starve; but a right Government would conduct the affairs of the country so that a man would not have to break rocks, shovel snow or do any other such miserable, unmanly and unproductive work which takes all the spirit and self-respect out of him. It will be the policy and the care of the new Government to get men back to productive work and improve conditions so that there will be no need of rock breaking or charity doles.

It is the people's own money that they are getting. It is not Squires' money or Campbell's money, and therefore there is no compliment or obligation involved to vote for them. On the contrary there should be resentment that their bungling, extravagance and bad legislation have brought the voters to this extremity.

The people know that it can't go on for ever and that the reason it is going on now is because this corrupt Government hopes it will buy the workmen's votes. It is like making a halter out of a man's own clothes to hang him.

If you vote for them because they have done this, they will say, "Our policy was O.K. We bought them with their own money." If you turn them down they will say, "These are shrewd, intelligent men and have got the weight of us. We thought to fool

7½ teaspoons of butter fat in every 16-oz. can!

Make your cooking richer with this richer milk



Get a can with your groceries to-day.

After all, richness is the great quality which distinguishes good cooking. And butter fat is the substance which enriches; the substance for which expensive cream and butter are used.

But now there is a way to make your cooking richer, to get this same generous measure of butter fat, less expensively. Good cooks everywhere are getting it by using Libby's Milk in all their cooking. A richer milk, high in butter fat! 7¼ teaspoons in every 16 oz. can!

Try it in your cooking; note the added richness and finer flavour you get. Order a can of Libby's Milk to use to-day.

Write for free recipe folder.

We will send you a folder of fine new recipes sent us by good cooks who use Libby's Milk. Just write for it to-day.

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The milk that good cooks use

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than an A. B. C. Jowl with tongue in, they're small, choice and relishy.

And cold! for supper with Gulden's Mustard

You gotta hand it to 'em. Isn't that right? Now isn't it?

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Things Goods Without Assistance.

A lecture at the Imperial Institute, London, England, recently, with Brown described a primitive method used by the natives of the island of selling goods without assistance.

she said, the use of a "Juju," which contained various articles

of commerce, such as tobacco, sugar, etc., the prices of which were indicated. There was no attendant, and native buyers had to put their money in the place of the things they took away.

Their honesty was relied upon to a certain extent, but as a check, a small piece of wood with colored material tied to it, was placed at the side of the stall to act as a "Juju," or bringer of bad luck to the dishonest. The natives never attempted to de-

fraud the holder of a "Juju" stall, although they thought it quite a clever thing to take something from any other stall while the owner was about.

Women are beginning to see the virtue of the pleated crepe skirt worn with silk sweater or overblouse. It will really be the prettiest costume of the summer. Most of the skirts are knife-pleated.

PUTT AND JEFF

