

NEW RECORDS

Results secured during the past year re-affirm the position of the Sun Life of Canada as the largest life assurance organization of the Dominion.

Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and Payments to Policyholders.

**SUN LIFE ASSURANCE
COMPANY OF CANADA**
HEAD OFFICE—MONTREAL

AN IDEAL INCOME

can be secured to your Beneficiary with
Absolute Security by Insuring in the

**Union Mutual Life Insurance Company,
Portland, Maine**

on its

MONTHLY INCOME PLAN

Backed by a deposit of \$1,688,902.65 par value with the
DOMINION GOVERNMENT in cream of
Canadian Securities.

For full information regarding the most liberal
Monthly Income Policy on the market write, stating
age at nearest birthday, to

WALTER I. JOSEPH, Manager
Province of Quebec and Eastern Ontario.
Suite 502 MCGILL BLDG., MONTREAL, QUE.

**Commercial Union Assurance
Company, Limited.**
OF LONDON, ENGLAND.

The largest general Insurance Company in the World.
Capital Fully Subscribed - - - \$ 14,750,000
Capital Paid Up - - - 1,475,000
Life Fund, and Special Trust Funds - - 76,591,535
Total Annual Income Exceeds - - 51,000,000
Total Funds Exceed - - 151,500,000
Total Fire Losses Paid - - 193,774,045
Deposit with Dominion Government - - 1,245,467
(As at 31st December, 1916).

Head Office, Canadian Branch:
Commercial Union Bldgs., 232-236 St. James Street,
Montreal, Que.

Applications for Agencies solicited in unrepresented
districts.

J. MCGREGOR - Manager Canadian Branch.
W. S. JOPLING - Assistant Manager.

A Free Course in "Salesmanship"

We have thought about the young
man who sees no prospects ahead.
Would you like to be in a busi-
ness that will give you

A GOOD LIVING WAGE
A PROFITABLE FUTURE
A PROVISION FOR OLD AGE

We teach a man the Insurance
Business, which offers permanent
success, does not fluctuate, is a
professional occupation, and has
been truly named "The best paid
hard work in the world."

This is done by a correspondence
course and personal assistance,
free of charge.

When he is fully prepared for the
work, we place him in a position
and help him to make good.

The first two lessons of the Com-
pany's correspondence course will
be sent to anyone interested. It

will pay young men who desire
to get on in the world to look into
this.

All correspondence strictly con-
fidential.

**CANADA LIFE
ASSURANCE COMPANY**
Head Office, Toronto.



OUR LOSSES.

Canadian fire losses for 1916 are estimated at 59 per cent., as compared with 51.58 in 1915, and 57.82 in 1914.

DIAMOND INSURANCE.

Barnato Brothers, the diamond kings of Kimberley, Africa, have inaugurated a big insurance company for the benefit of the diamond trade, with a capital of £2,000,000.

WAR INSURANCE.

New York insurance companies have refused to yield to urging of insurance commissioner and agree to insure soldiers and sailors for extra war premium of \$37.50 annually for each \$1,000. Most of the larger companies have fixed the war premium of approximately \$100 for each \$1,000.

DOCTORS' POOR RISKS.

Reports indicate that heaviest losses in the present war have been suffered by the medical corps.

In former wars, physicians were kept in the rear, but not so now. Four doctors accompany each regiment, and three of these are sent to the firing line with the troops to give immediate aid to the wounded. Without arms and with no way of protecting themselves, these men are mowed down. Already 60,000 have been killed. In a recent engagement 257 were killed in an hour; in another engagement 400 were killed. An ambulance driver, temporarily called from his post, returned to find only 12 persons left out of the original 165 on duty when he went away.—Wall Street Journal.

TUBERCULOSIS PREVENTION.

The Metropolitan Life Insurance Company made a donation of \$100,000 to the National Association for the Prevention of Tuberculosis for the purpose of firmly establishing the value of preventive effort in a community health demonstration. Framingham, Mass., is the site selected after due consideration, because of local conditions, and the proffer of municipal assistance. It is believed that three years of work in this locality will prove that the white plague can be controlled anywhere and ultimately wiped out if proper methods are followed.

The Metropolitan was influenced in making this contribution by the fact that over sixteen per cent. of the deaths in its industrial department are due to tuberculosis, and that the 1915 losses caused by this disease, under 14,325 policies, cost the company more than \$4,000,000.

YOU CAN'T ELIMINATE THE EXPERT.

When the government went into the business of insuring ships and cargoes, some persons supposed that the marine insurance agents would be practically turned adrift, to hunt other jobs. Washington took upon its insurance staff a number of experts in this line, so that it appeared that all the ship owner or shipper would have to do would be to send in his application for insurance on his own account, and get it. While the thing is theoretically possible, it has been found that the experienced insurance agent is just as necessary as ever. Whereas a ship owner might desire, and be entitled to insurance of, say, \$1,000,000, he found that on his own application he was likely to get perhaps \$500,000. The trouble was simply his unfamiliarity with a business which he had always entrusted to men who had a thorough knowledge of it. He did not know how to present his case in such a manner as to get it full and prompt recognition, so he quickly fell back upon the still indispensable services of his insurance broker. All of which goes to show that you can't eliminate the man who knows his business.—Wall Street Journal.

FIGHTERS WANTED, NOT BITERS.

(New York Sun).

Vegetarians are claiming exemption from military duty because they do not eat meat, but nobody wants them to bite the Germans.

"A Little Nonsense Now and Then"

Sympathetic Old Lady (in Harvard Lampoon)—You must find those soldier suits very hot. R. O. T. C.—I do, but it's a uniform heat.

Cohen (in Boston Transcript)—So Sadie has broken der engagement. Did she gif you back der ring? Cohenstein—No; she said diamonds hat gone up, but she would gif me vat I baid for it.

A Kentucky opening is described by the McCreary County Advocate, which says: The new Suradin Hotel at Whitley City was formally opened Saturday evening by Sponsor H. M. Cline, who broke a table leg over the head of Noah Strunk.

The mining stock promoter dashed into his office and locked the door.

"Where can I hide?" he cried. "The police are coming."

"Get into the simplified card index case," said the head clerk. "I defy any one to find anything there."

A young Swede appeared at the county judge's office and asked for a license.

"What kind of a license?" asked the judge. "A hunting license?"

"No," was the answer. "Aye tank aye bane hunting long enough. Aye want marriage license."—Freeman's Journal.

At a camp meeting where hats were used as collection baskets, the preacher said: "Let us sing while the hats are coming in." The pianist, after some fumbling with the pages, turned to him and said: "I can't find it." "Beg pardon," said the preacher, not understanding. "Why," replied the pianist, "I can't find that song, 'While the Hats Are Coming In,' in my book."—Christian Herald.

A South Carolina railroad clerk has invented a device which will warn automobilists when they exceed the speed limit. When the car is running 15 miles an hour a white bulb shows on the radiator. When 25 miles is reached a green bulb appears, and when 40 miles is covered a red bulb shows, but when the car is drawing close to the 60 mile record a music box under the seat begins to play "Nearer My God to Thee!" After that comes the smash.—Buffalo Commercial.

A great, big shambling black boy was filling Gus Krager's automobile tank with gasoline, and was doing the job well, when Gus broke into the operation with this query:

"George, are you going to enlist in the army?"

And George very promptly replied:

"No Mistah Gargah. Germany ain't neva done nuffin to me; and if she has, Ah forgives her."—Washington Star.

The heroism of France has made the French language popular. On this head the Philadelphia Bulletin prints a story illustrating the tact of M. Jusserand, the French ambassador. A senator at a luncheon said to M. Jusserand: "Taka—er—eska voo voo—ly—I mean—er—passy-mal, sill voo play—er—" M. Jusserand laid his hand on the senator's shoulder, and in his excellent English said: "My dear sir, my very dear sir, do, please, stop speaking French. Your accent is so Parisian that, positively, it makes me homesick."

Two Irishmen were working on the roof of a building one day when one made a misstep and fell to the ground; the other leaned over and called: "Are ye dead or alive, Mike?"

"I'm alive," said Mike, feebly.

"Sure, yer such a liar I don't know whether to believe ye or not."

"Well, then, I must be dead," said Mike, "for ye would never dare to call me a liar if I were alive."—Argonaut.

William Wilberforce, the slave-liberator, has a sister who was a hustler. She hustled for William at the hustings and succeeded in getting him elected to Parliament. On one occasion, when she had concluded her stump speech, some enthusiasts in the crowd shouted:

"Miss Wilberforce forever!"

The lady stepped forward.

"Gentlemen, I thank you," she said, "but, believe me, I do not wish to be Miss Wilberforce forever."—Tit-Bits.