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The largest general Insurance Company in the World.
Capital Fully Subscribed \$ 14,750,000
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Life Fund, and Special Trust Funds 73,045,450
Total Annual Income Exceeds 57,000,000
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(As at 31st December, 1917.)

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CANADA LIFE
TORONTO

FIRE LOSSES IN SEPTEMBER.

The losses by fire in the United States and Canada for September, as compiled by the New York Journal of Commerce, aggregate \$13,434,300, as compared with \$13,814,490 for the corresponding month last year.

DISTINGUISHED PREDECESSORS.

You have had some almighty distinguished predecessors in your business as salesman.

Christopher Columbus sold wool in Genoa, Italy, in 1439.

Napoléon Bonaparte was first a book salesman.

Ulysses S. Grant sold real estate before the Civil War.

Henry Clay sold corn and flour.

John Jacob Astor laid the foundation of the Astor fortune by selling pianos and flutes.

Thomas A. Edison began his career selling books and fruit on the Grand Trunk Railway.

Jay Gould was a tinware salesman early in life.

Those names and the brains and fame they represent are enough to make any salesman mighty satisfied with his calling, making him exceedingly proud that he is walking in so illustrious footsteps.

If there is greatness in a man it will show wherever he's put—in obscurity or in prominence. And what is true greatness? It consists in doing with all your might the task that is closest to our hands.

Every one of the world-famous men mentioned above were great as salesmen. Their greatness showed in whatever they did. In other words, they only and simply did with their whole might whatever work lay nearest their hands. They didn't fiddle around at their jobs. They went straight at them and kept at them from early to late. That's show they proved themselves great.—International Lifeman.

SIR THOMAS WHITE TO THE PEOPLE OF CANADA.

Victory Loan 1918.

We are offering to the people of Canada the Second Victory Loan. Its success is of the most vital importance to our continued prosecution of the war and the maintenance of prosperity among all classes of the Canadian people.

For what purpose is the money raised by this Loan to be devoted?

Firstly, for the noblest purpose to which money can be applied; namely, for the equipment, support and maintenance of Canada's Forces at the Front. They are fighting to-day for you and for me. They must be kept supplied with food, clothing and ammunition which can only be made available by the Canadian people furnishing the necessary money. The way for you to help is by the purchase of Victory Bonds.

For what purpose money is required? To furnish the credits with which Great Britain purchases, in Canada, supplies for her civil population at home and her armies in the field.

What does this purchasing mean for Canada? It means that the farmer finds a market which he otherwise would not have for his wheat, cheese, live stock and other products. It means that the exportable surplus of our fisheries will be purchased. It means that Canada's shipbuilding yards will be operated to their utmost capacity. It means that our great munition and steel plants, with their tens of thousands of work-people, will be kept engaged day and night. It means, in a word, our continued prosperity in which all parts of the community—farmers, artisans, manufacturers, merchants (wholesale and retail), and all other classes will share.

The proceeds of last year's Victory Loan caused an immense distribution of money in Canada. Without that Loan our agriculture must have languished and hundreds of our workshops would now be closed.

The money raised by our Victory Loan will all be spent in Canada and will inure to the benefit of all classes of our population. We are asking you, not to GIVE, but to LEND your money. By subscribing to this Loan you are helping Canada and benefiting yourselves also.

I earnestly appeal to all to do their full duty. We are Canadians. We are engaged in the greatest war of all time. It is the national purpose and determination to "carry on." We shall NEVER let up until Victory is ours, and the world is safe for liberty and civilization.

[Editor's Note.—This is a copy of a statement that is being released on a phonographic record, Oct. 28th, for use at public and other gatherings. The stirring appeal will find responsive hearts throughout the Dominion.]

"A Little Nonsense Now and Then"

He (in Punch Bowl)—And after I get off the car, which way do I turn to get your house? She—Why, right in front of you on the corner you'll see a candy store—a very nice candy store—and—er—when you come out, you walk two blocks east.

Policeman (rounding up draft suspects)—"Have you got a card?" The Suspected One (with suit-case)—"A whole case of 'em! Which do you want to see—draft, registration, meat, sugar, calling, milk, playing, or postal card?"—Judge.

The office boy looked at the persistent lady with the manuscript who calls six times a week and said: "The editor is still engaged."

"Tell him it doesn't matter," she said "I don't want to marry him."

"I haven't the heart to tell him, miss," said the boy. "He's had several disappointments to-day."—Boston Transcript.

The American expeditionary force has speedily won the reputation of being the most profane lot of soldiers in France. But this predilection for swearing is not vicious. It is in the happy-go-lucky American fashion that the cursing is mostly done. A returned Y. M. C. A. worker tells us of a Yank who, as he was leaving a Y. M. C. A. hut in France declared with American emphasis: "When I get back home I'm going to join the church, and it's all on account of this (blank, blank, blankety, blank) of a war."

The troop train had just pulled into the station. A big, husky negro stuck his head out of the car window and shouted:

"Say, boss, what town you-all call dis?"

"This is Accotink."

"And, boss, what state is dis?"

"Virginia; Accotink, Virginia."

"Well, well, Ah dun been travelling on dis yere train foah days and foah nights. Where de debbil am dis yere France, anyhow?"—Everybody's Magazine

The school examiner was putting the children through their paces. His immediate subject was geography. Standing in the middle of the platform, he said: "We will suppose that this whole school is composed of water and I am an island—now what island would I represent?"

"The Isle of Man," came a quick reply.

Then calling the teacher to him, he asked again, "Now suppose we both stood together like this, what island would we represent?"

"The Scilly Islands, sir," came the answer in a loud tone.—Boston Transcript.

A Kansas representative was talking about the war profiteers exposed in the Federal Trade Commission's report. "And all these profiteers," he said, "claim to be patriots! They claim to be helping with the war. What though they are making 800 or 900 per cent. profit, their motives are as pure as snow. The profiteers, in their naivete, remind me of Bill Fargus:

"Bill was summoned for jury duty, and most of the farmers summoned with him tried to back out; so when it came Bill's turn to be examined the judge was pretty mad.

"I guess ye can't serve on account o' yer hayin', Bill?" he snapped.

"Hay's all in, jedge," says Bill.

"Wheat to cut then, I presume?"

"Wheat cut and threshed last Tuesday, yer honor."

"No fences wot heve to be repaired?"

"Nit. Nary a fence."

The judge smiled in a dazed way.

"Why, Bill," he said, "ye don't mean to say yer ready to serve on the jury, do ye?"

"That's what I do, jedge," said Bill.

"Tell these rapsallions and shirkers, then," said the judge, "wot motive prompts ye to this noble cause, Bill, old man."

"Jedge, said Bill, in ringing tones, 'I believe it's every man's patriotic dooty to serve his kentry in any dooty to which he may be called.'

"That's right, Bill." And the judge nodded heartily.

"Besides which," said Bill, drawing himself up to full height, 'I heer'd ye was goin' to try Pete Logan this term. The skunk wunst shot a dog o' mine!'"