

Good Returns	ASSURANCE COMPANY	Absolute Security
SUN LIFE		OF CANADA
BIGGEST	ASSETS INCOME BUSINESS IN FORCE NEW BUSINESS SURPLUS	OF ALL CANADIAN COMPANIES
Head Office	...	MONTREAL
ROBERTSON MACAULAY, Pres.	...	T. B. MACAULAY, Man. Dir.

PROFITS TO POLICYHOLDERS
THE
Crown Life Insurance Co.
Is Paying Profits to Policyholders Equal to the Original Estimates.
Insure in the Crown Life—and get both Protection and Profits.
Head Office, Crown Life Bldg., 59 Yonge St., TORONTO

The Standard Life Assurance Co., of Edinburgh
Established 1825. Head Office for Canada: MONTREAL, Que.
Invested Funds.....\$ 66,500,000 Investments under Canadian Branch, over.... 16,000,000
Deposited with Canadian Government and Government Trustees, over..... 7,000,000 Revenue, over..... 7,900,000
Bonus declared..... 40,850,000
Claims paid..... 151,000,000
M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.

The actual results of THE DOMINION LIFE are unexcelled
A TYPICAL CASE.—The holder of Policy No. 21 was assured on the Ordinary Life, reduction of premium plan. His premium was reduced by 13% in each of the years 6-10, by 28% in each of the years 11-15, by 40% in each of the years 16-20, and a reduction of 80% in the years 21-22. In the 22nd year we found that there was sufficient surplus to the credit of the policy to cancel all premiums. The assured was notified and at his request a paid-up policy, but STILL PARTICIPATING, was delivered to him.
HEAD OFFICE ... WATERLOO, ONT. 4

PROFIT RESULTS COUNT
ASK FOR SAMPLES
London Life Insurance Co.
LONDON Canada
POLICIES "GOOD AS GOLD" 4

THE CONTINENTAL LIFE INSURANCE CO.
require a first-class man as Provincial Manager for the Province of Quebec
Write to the Head Office, Toronto
GEORGE B. WOODS President CHARLES H. FULLER Secretary

The British Columbia Life Assurance Co.
HEAD OFFICE - VANCOUVER, B.C.
Authorized Capital, \$1,000,000.00 Subscribed Capital, \$1,000,000.00
PRESIDENT—L. W. Shatford, M.P.P.
VICE-PRESIDENTS—T. E. Ladner, L. A. Lewis
Secretary—C. F. Stiver General Manager—Sanford S. Davis
Liberal contracts offered to general and special agents

USE "MILNES' COAL"
HIGHEST GRADE OF ANTHRACITE
The Price is just the same as other grades. Why not buy the Best?
Head Office: Private Exchange:
88 KING STREET EAST MAIN 5597

ATTITUDE OF ENGLISH BANKS

English banks which have failed absolutely to assist the trade of the country in the present crisis were rapped sharply in the house of commons by the English chancellor of the exchequer. "At all costs we must keep the machine of commerce and industry going," he declared, "and it is for this purpose that the government came to the help of the banks. Many bankers have behaved well, but some have not. It may be necessary to name the latter, but I hope before this has to be done that they will adopt a more liberal policy."

CANADA'S HELP IN THE FIGHT

Twenty thousand men for the front.
One hundred thousand, if needed.
Hospital fund of \$100,000.
Flour (1,000,000 bags) from the Dominion.
Flour (250,000 bags) from Ontario.
Cheese (4,000,000 pounds) from Quebec.
Coal (100,000 tons) from Nova Scotia.
Apples (100,000 barrels) from British Columbia.
Oats (500,000 bushels) from Alberta.
Oats (100,000 bushels) from Prince Edward Island.
War relief funds at home.
Men, money and heart and soul for Empire.
And in the meantime Canada's motto is, "Business as usual."

MOVEMENTS OF MORATORIA

Mr. Lloyd George said last week that he was considering whether or not he could arrange a limited moratorium without interfering with the interests of those who wished to abolish it. He said he had consulted bankers and traders in this connection. Out of 8,000 replies, 4,500 were in favor of ending the moratorium; the remainder wished its extension.

A cable from Paris says that the Danish parliament has voted three months' moratorium covering all debts except civil law debts and coupons until October 10th. No suit is possible for debts contracted after August 1st abroad or toward foreigners.

The Swiss moratorium has been extended to September 30.

THE EUROPEAN CONFLICT AND OTHERS.

"This co-operation of the citizens of various countries in business enterprises in all parts of the world is the most potent of forces making for peace and progress. More rapidly than is commonly conceived, it is bringing into existence a single economic world-state with an order and a government which are hardly the less authoritative because, as yet, they possess a slender political support. That economic world-state consists of all that huge area of industrially developed countries in regular and steady intercourse, linked to one another by systems of railroads and steamship routes, by postal and telegraphic services, administered by common arrangements, by regular commerce, common markets and reliable modes of monetary payment, and by partnerships of capital and labor in common business transactions."

When Mr. J. A. Hobson, a British authority on economics, early this year wrote the foregoing paragraph, he did not suppose that a European war was about to demolish this state for a time. In the excellent volume in which the above occurs, Mr. Hobson deals in detail with the conflicts between capital and labor, producer and consumer, competition and combination, the individual and society, in an effort to discover lines of industrial reformation based upon a conception of organic harmony, supplying meanwhile much fuel for critics. His volume is an eminently valuable contribution for perusal by the peaceful student of affairs.

"Work and Wealth." J. A. Hobson. \$2 net. Macmillan Company of Canada, Toronto.

Do not use all cheery sentiment and only blue facts.