

NEW PUBLICATIONS**A Hundred and One Reasons for Life Insurance**

"A Hundred and One Reasons for Life Insurance," is the title of a book published by the Imperial Life Assurance Company, Toronto. The book itself is bound in a handsome soft flexible leather cover, beautifully designed, and having the title printed on the front. The contents of the book consists of the 101 newspaper advertisements, same size as those at present published regularly by the Imperial Life. The design, and ingenious wording of the advertisements are the production of a master hand in this particular line, and reflects great credit on the author Mr. Clifford Elvins the Company's advertising manager. The distribution of the book is confined to the Company's own organization, and as such is intended as a canvassing help, and as a source of education and inspiration for its agents. Some of the practical features, connected with the book are, that it is designed to demonstrate the application of life insurance to varied needs for protection, as well as to set forth some of the distinctive advantages afforded by Imperial Life policies. Those who have had an opportunity of examining the work will see at once that it represents a serious effort on the part of a national advertiser to co-ordinate direct sales efforts with press advertising.

A booklet on "The British West Indies and British Guiana" just issue by the Bank of Montreal, is a most timely publication in view of the new trade agreement between Canada and the West Indies now awaiting the ratification of the respective governments. The booklet gives a concise and interesting description of the salient features of the various Colonies which are party to the agreement, including the *physical characteristics, area, population and principal exports and imports*. It shows that there are most promising markets awaiting development by enterprising Canadian merchants and industrial firms.

At the present time, it is stated, the British West Indies, British Guiana and British Honduras have a total *population of over 2,000,000*, with natural resources that have really only just begun to be developed. For instance, it is officially estimated that there are *at least 20,000,000 acres of fertile land* in the British West Indies not yet *beneficially occupied*, whereas the *area under cultivation is only one and a half million acres*.

The opinion is expressed that under the system of preferences granted by Canada and the United Kingdom, and with the growing world-demand for such commodities as the West Indies produce, the development of these Colonies will proceed apace. There is every prospect of considerable and progressive increase of the population. *If all the fertile land there were brought under cultivation the Colonies which are in the new agreement could easily support a population of between 30,000,000 and 50,000,000*. Even at the present time the interchange of national products between Canada and the British West Indies is only a tithe of what it well might be, and probably will be, with the larger preference now advocated and the much-improved steamship services provided for.

The booklet gives Canadians an excellent idea of the directions in which trade may be extended. It is replete with detailed and *authoritative* information of the imports and exports of the various Colonies, and gives most useful information as to the *best methods to be pursued in getting into touch with the local business houses and building up trade relations*.

The fact that the Bank of Montreal is now directly represented in the British West Indies, through its alliance with the Colonial Bank, places this institution in an advantageous and authoritative position for assisting Canadian firms in their trade relations with the various Colonies.

The booklet has a map showing the relative positions of Canada and the Colonies which are parties to the agreement. Copies may be obtained free from any branch of the Bank of Montreal.

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JAS. D. CHERRY, Manager