



EXCITING WORK.—Steamer Empress shooting the Lachine Rapids. Notice the rock ledges past which the wheelman has to bring his boat.

company in the effort to establish itself in these days of keen competition, when the field is already so completely occupied by old, strong and prosperous companies. Even with the best of management a new company cannot hope to accumulate a surplus from the profits of its life business for several, probably many years. The prospects of profits to either policyholders or shareholders in such a newly established office are not as a rule encouraging. We say this sympathetically, for we were once young ourselves, but times have changed and facts are facts.

Poverty and Disgrace.

A facetious newspaper writer recently said, "Poverty is no Disgrace. That's all that can be said in its favour."

But at times even that cannot be said for poverty. When we see the widow and children of a well-to-do man struggling for a bare existence because he left nothing to support them, that is a disgrace. The dis-

grace is not chargeable against the widow and children who *endure* the poverty, but against the man whose carelessness and improvidence *caused* it.

He may not have had time to *build up* an estate to leave behind him. True; but he had time to *create* one by means of life assurance. That he did not is a disgrace to his memory.

Have you taken steps to avoid a similar disgrace?

Diamonds and Policies.

The value of diamonds held by individuals, firms, etc., at the present time is stated to be \$5,000,000,000. The authority quoted states that a box three feet high, six feet wide and eight feet long would hold all the diamonds represented in the above aggregation of wealth. Five billion dollars is considerably more than the aggregate accumulations of life assurance companies and yet it is a fact that the value of a diamond is doubtful when widows or orphans are compelled to realize on them. Not so a life assurance policy. It is worth one hundred cents on the dollar and no attorney is needed in order to make the collection.—*Insurance World*.