

### Can you Afford to Smoke?

Why of course—what does the cost of two or three cigars a day amount to? But their cost, if invested in an Imperial Life policy, might mean the difference between poverty and comfort for your family after your death.

Think of it—a quarter a day—for a man between 25 and 30 will maintain approximately \$4,000 of life assurance.

And the \$4,000 in cash will be there for your wife and family immediately, if you own an Imperial policy, and your call should come suddenly.

You can afford to smoke, sure! But you can also afford an Imperial Home Protection policy to protect your wife and little ones.

Ask for full particulars to-day. Address

### THE IMPERIAL LIFE Assurance Company of Canada

HEAD OFFICE - TORONTO

Branches and Agents in all important centres

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### PRUDENTIAL ADDS HALF A BILLION

New Business Written During Past Year Considerably Over That Amount.

### HOLDS CONFERENCE

Representatives of Company From All Over America Meet at Headquarters.

Newark, N.J., Jan. 17.—More than \$891,000,000 of paid-for life insurance was issued by The Prudential Insurance Company of America in 1916, and at the lowest expense-rate in Prudential history, according to the forty-first annual figures of the Company, read yesterday by President Forrest F. Dryden at the opening session of an international business conference of Prudential field representatives, held here. This issue, Mr. Dryden explained, represents a gain in insurance in force of over \$282,000,000. President Dryden also stated that the Prudential now has 15,000,000 policies, representing a total of over \$8,000,000,000 insurance in force, continuing the Prudential, although one of the youngest, in the second company in the world in this respect. Since its organization in 1875 Mr. Dryden stated, the Prudential, recently mutualized, has paid a total of over \$428,000,000 to its policyholders, including more than \$28,750,000 not called for by the policy contracts. These payments in 1916 alone totaled \$47,278,000, covering an average of 550 claims every working-day of the year.

Although The Prudential writes insurance only in the United States and Canada, it has paid 1184 war claims, for a total of \$384,000. It is the first time in thirteen years that The Prudential has called its men in from all over the United States and Canada for a general conference with Home Office executives, and it is believed the gathering, which will last three days, will result in much good to the agency force. The conference will be almost a continual session at the Home offices here, and will be broken by a dinner tomorrow night at the Hotel Biltmore in New York. At the dinner New Jersey's newly-elected Governor, Walter E. Edge, and Jesse E. Phillips, Insurance Commissioner of New York, George M. La Monte, Insurance Commissioner of New Jersey, Richard V. Lindabury, General Counsel for the Company, and Austen Colgate, Trustee for Prudential policyholders, will be the speakers.

### FIVE OCTAVE ORGAN, \$45.

Genuine Unbridge five-octave organ, high back, 12 stops. This bargain is being offered by Ye Olde Firm of Heintzman & Co. Ltd., Heintzman Hall, 192, 194, 197, Yonge street, for quick clearance. Easy terms can be arranged.

### Polly and Her Pals



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### SEVERAL HUNDRED OFFER FOR C. E. F.

Railway Construction Battalion Receives Warning for Early Move Eastward.

### CAMPAIGN STARTS

Toronto Militia Regiment Commences Canvass Today for Overseas Draft.

Nearly 300 Toronto men came forward of active service enlistment during the week just ended. Of these, 189 were accepted. The week's recruiting was not as heavy as during the preceding one, 45 men less volunteering. This was likely due, however, to the retirement from the recruiting field of one of the railway construction battalions. On Saturday, 22 recruits came up for examination. Five of them were accepted. Three went to the University Training Company, and one each to the 256th Q. O. R. Battalion and Army Service Corps.

The 256th Railway Construction Battalion has just received word that it will shortly be called upon to proceed to a point east to complete its training. This unit, also it has already supplied two drafts, has now a total strength of about 750 men. In view of the fact that it only commenced active recruiting on January 8, this is a splendid campaign record. It is commanded by Lieut.-Col. W. A. McConnell, a Toronto man, who has had a highly successful career as a railway construction director. The campaign of the 109th Regiment to raise a draft of 250 men for overseas service commences today. Lt.-Col. W. S. Dinnick, officer commanding the 109th, states that the regiment is going into the campaign with the greatest determination to make good. "This draft system," he said, "will give men an opportunity to get overseas as soon as the establishment is mobilized. It will include five lieutenants, two sergeant-instructors to act as company sergeant-majors, and a company quartermaster-sergeant.

### INSPECTORS TRANSFERRED.

Announcement is made of the temporary transferring from one military area to another of several inspectors of accessories. Major J. W. Margeson, inspector of Toronto district, is detailed for duty in the maritime provinces. Capt. H. E. Carradus, assistant inspector, is detailed to act as inspector in the London district. Lieut. W. H. Smyth, assistant inspector in Quebec district, becomes assistant inspector in this military district. Capt. T. W. Colley, inspector of the London district, becomes inspector of Toronto district. An examination class for the non-commissioned officers of the First Toronto Brigade will be held tomorrow on a board, consisting of Major F. W. Kirk, Capt. T. R. Jarvis and Lieut. W. W. Hiltson, having been appointed to act as examiners. A two weeks' course in trench warfare commences at Exhibition Camp today. Representatives from eleven C. E. F. units in Toronto military district will be held tomorrow on a special course in musketry, with 14 units represented, will be held at Victoria College.

### CLUB DID WELL.

Great War Veterans' Association Receives Handsome Sum as Result of Saturday's Concert.

As the result of a "shaki concert" held at the Foresters' Hall, organized by Mrs. Hughes and Mrs. Foley, over \$200 was handed over for the new Great War Veterans' Association. The hall was crowded and the concert was well received. The band of the 208th Battalion, under Bandmaster Chisholme, rendered selections, and the following artists contributed to the program: Messrs. Rigby, Hogg, Roberts and Todd, Miss Jean Morton, Miss Evelyn Mackley, Mrs. Beal, Miss Lovell, and others. After the supper an impromptu concert was given by the returned boys, who sang some of their trench songs while Sergt. Turley recited. Everything on the menu was contributed by local wholesale and retail firms. The chair was taken by Sergt.-Major Roy Whitton, president of the association.

### CHARGED WITH FRAUD.

Albert Dymont, 57 St. Clair Gardens, was arrested Saturday night on a warrant charging him with fraud in 1915. Police men 37 made the arrest, and the charge was preferred by the complainant, Walter Lowry.

# Come to Alania TODAY

You have read of these little monarchies in which turbulent revolutions perpetually make peace a myth and life a continual round of adventure. Alania isn't on the map—but it exists in your favorite motion picture theatre today. Alania is a fiction, but the story of its disturbances tells of actual royal entanglements in actual little nations. A king is killed. His son, a boy, is carried off—to the United States! Simon, a Richeieu type of prime minister, usurps the throne. Philip, the boy, and Julia, his sweetheart, the centre of a panoramic vista of adventure in all parts of the world—never knew of the royal right they enjoy—until one day, Philip learns he is a King. But of what land, where? That is the motif of

## The SECRET KINGDOM

by Louis Joseph Vance

It has been produced in idealistic pictures by the

### GREATER VITAGRAPH

The settings are of splendid magnificence and in keeping with the virile, fascinating story. A cast of unusual strength portrays the various characters in this amazing plot against a throne. Heading it are

**Dorothy Kelly** **Charles Richman**  
**Arline Pretty**

Go to your theatre today and you will see the first part of the Secret Kingdom, you will come to love Philip and Julia, Barreto and Juan—and to hate Ramon and Simon and the other intriguers. The story, which makes the pleasure two-fold,

Appears in **THE TORONTO SUNDAY WORLD**

### MEN AT THE FRONT

### LEARN MANY THINGS

Preacher at Holy Trinity Tells of Remarkable Letter From a Canadian Soldier.

In his sermon at Holy Trinity Church yesterday morning the Rev. Canon Macdonald of St. Alban's Cathedral referred to a letter from a Toronto lad at the front, and quoted him as saying: "I wasn't much of a religious boy in Toronto, but things are different now, and I believe in my heart today that there is a God over me and I dedicate my future days to Him. My chums here are sobered, solemnized, and are straighter men and happier men than they ever were before. The preacher's subject was the imperative need of plain, straightforward preaching.

### MRS. O'BRIEN DEAD.

Was One of the First Residents of Swansea and a Native of Limerick, Ireland.

The death occurred yesterday morning at her late residence at the corner of Bloor and Windermere avenue of Mrs. O'Brien, widow of the late Patrick O'Brien. The deceased was one of the first residents of Swansea, and was a native of Limerick, Ireland, but married in Toronto and lived for some years in Parkdale after her marriage. She was predeceased several years ago by her husband, and is survived by three sons, James and William, both at home, and R. G. Brockville, Ont., writes: "For years I was afflicted with kidney complaint. I became very nervous, was easily worried, and had frequent headaches and neuralgic

### DIES IN THEATRE.

### Michigan Man Drops Dead in Gerrard Street House.

While attending the performance at the Crown Theatre, corner of Broadview avenue and Gerrard street, Saturday night, William Moxton, aged 60,

### Frequent Headaches Much Pain Through Back

Kidneys Were Deranged—Digestion Was Poor—Had Weak Spells—Dr. Chase's Kidney-Liver Pills Made Cure Complete.

Brockville, Ont., Feb. 18.—Persistent headaches and pains through the small of the back are well-known symptoms of kidney disease. The skin gets dry and hard, you lose flesh and weight, and digestion is usually deranged. Any derangements of the kidneys are sufficient cause for alarm, for the usual result of neglect is the development of Bright's disease, hardening of the arteries and dropsical swelling. To guard against such serious diseases Dr. Chase's Kidney-Liver Pills should be used at the first indication of trouble. Read how Mrs. Noyes got cured. Mrs. Frank Noyes, 9 Stuart street, Brockville, Ont., writes: "For years I was afflicted with kidney complaint. I became very nervous, was easily worried, and had frequent headaches and neuralgic pains, especially through the back. I had indigestion, poor circulation of the blood, and often was bothered with weak spells. I commenced using Dr. Chase's Kidney-Liver Pills, and had only taken two boxes when I felt greatly relieved. I continued the treatment, however, until I was completely cured. In all I took about ten boxes, and have not been troubled in this way since. I highly recommend Dr. Chase's Kidney-Liver Pills, and I think also that the Plasters and Ointment can't be equalled." Dr. Chase's Kidney-Liver Pills are considered a household necessity wherever their value is proven as a means of regulating the liver, kidneys and bowels, and thereby preventing serious disease. One pill a dose, 25c a box, 5 for \$1, at all dealers, or Edmondson, Bases and Co., Limited, Toronto.

### ST. AUGUSTINE'S CHURCH DEDICATION FESTIVAL

### Celebrated Fourteenth Anniversary of the Church's Re-opening.

Dedication services were held yesterday at St. Augustine's Church, when the 14th anniversary of the re-opening of the church under Rev. Canon F. G. Plummer was celebrated. A special musical recital was the feature at the evening service, when the choir of 30 voices, augmented by an orchestra of 14 pieces, under the personal direction of Canon Plummer, rendered some brilliant settings, including the anthem, "O, Worship the Lord," by A. H. Holland. The Magnificat and Nunc Dimittis, by Berthold Tours, was sung, and the orchestral selections included "Thomas' Romage and the Reverse," of Schira, two cello solos were given by Mr. Leo Smith, Schumann's "Trauerlied" and "Arie" of Duan's. Mrs. Finlayson gave a violin solo.

The morning celebration was conducted by Canon Plummer and Prof. F. H. Cosgrave of Trinity College preached the special dedication sermon, taking as his text the first verse of the 84th psalm, "O, How Amiable Are Thy Dwellings." St. Augustine's honor roll now contains 258 names out of a total membership of about 600, of whom 17 have made the supreme sacrifice, while many have been wounded and are numbered among the missing. Austin Carter, 138 Berkeley street, had one of his legs broken last night when he fell downstairs at his home. He was removed to St. Michael's Hospital in the police ambulance.

### Pa Can't Even Do His Own Thinking



### By Sterrett

