

CANADIAN FIRE RECORD

Specially compiled by The Chronicle.

FREDERICTON, N.B.—Warehouse owned by the city, considerably damaged July 1.

HAMILTON, ONT.—Thomas Roussel & Son's planing mill, Nightingale street, damaged to extent of between \$8,000 and \$9,000, July 1. Origin, lighting.

■ Frame shed of F. G. Marshall, 57 Robbins avenue, considerably damaged July 1.

■ NORTH BAY, ONT.—Dan St. Pierre's pool and billiard parlour, on Main street badly damaged, July 6. Loss \$2,500. Fire caused by lighted cigarette butt.

BELOEIL, QUE.—Building of Canada Explosives Company, completely destroyed July 6. Origin, spark from overheated machinery dropped on some cordite. Six lives lost.

A WAR-WORKERS' POLICY.

To meet the requirements of workers in England who, as a result of the war, are receiving larger wages than usual the Prudential of England is issuing a war workers' option policy. A whole-life insurance may be purchased by a single premium paid in one sum or by instalments at any time during the first year. When the premium has been paid, the policy at the option of the assured can be converted into an endowment policy by payment of a further premium. In the event of death not occurring previously, the sum assured will become payable at the end of a period varying from ten to thirty years from the date of payment of the endowment premium.

"CANADIAN NEWSPAPER DIRECTORY" NOW ISSUED.

It is now nearly a quarter of a century since Mr. A. McKim, who established the first independent Advertising Agency in this country, completed the rather ambitious task of publishing the first Directory of Canadian publications. The nine successive editions of this valuable work provide the most complete and detailed record available of the growth of Canadian periodicals.

The 1915 Edition, of which we have just received a copy, shows that the great war has not seriously affected the newspapers of Canada. While the birth-rate of new publications has received a check, and the death-rate of the weak ones has perhaps increased a trifle, most of the leading papers, particularly the dailies, show very healthy increases in circulation. Three metropolitan dailies have reached or passed the hundred thousand mark.

A census of the papers listed and described in the 1915 Directory shows nearly 150 Dailies, 7 tri-Weeklies, 45 semi-Weeklies, over 1,065 Weeklies, about 40 bi-Weeklies or semi-Monthlies, 250 Monthlies, 3 bi-Monthlies and 18 Quarterlies—a total of over 1,575 publications.

This means approximately one Daily to every 10,000 families, and one Weekly to every 1,500 families. From this one would infer that for a comparatively new country, Canada is well-read.

A. McKim, Limited, report the usual keen demand for the Canadian Newspaper Directory, which sells at \$2.00. Its red-banded, gold-stamped green cover has become a familiar sight on the desks of advertisers, publishers and business men everywhere who are interested in Canada.



When You are Old

Who'll provide the money to keep you?
Will you then be compelled to keep on
working the same as some old men
you know? Or will you be able to
enjoy an old age of comfort and
independence?

A moderate annual saving now—when you
can spare the money—invested in an Im-
perial Endowment Policy will secure you a
regular income in your old age; or it will
provide for your family should death call
you early.

THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE - TORONTO