

NEW RECORDS

Results secured during the past year re-affirm the position of the Sun Life of Canada as the largest life assurance organization of the Dominion.

Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and Payments to Policy-holders.

**SUN LIFE ASSURANCE
COMPANY OF CANADA**
HEAD OFFICE—MONTREAL

AN IDEAL INCOME

can be secured to your Beneficiary with Absolute Security by Insuring in the

Union Mutual Life Insurance Company
Portland, Maine

on its

MONTHLY INCOME PLAN

Backed by a deposit of \$1,688,902.65 par value with the DOMINION GOVERNMENT in cream of Canadian Securities.

For full information regarding the most liberal Monthly Income Policy on the market write, stating age at nearest birthday, to

WALTER I. JOSEPH, Manager

Province of Quebec and Eastern Ontario.

Suite 502 MCGILL BLDG., MONTREAL, QUE.

Commercial Union Assurance Company, Limited.

OF LONDON, ENGLAND.

The largest general Insurance Company in the World.
Capital Fully Subscribed - - - - \$ 14,750,000
Capital Paid Up - - - - - 1,475,000
Life Fund, and Special Trust Funds - - 76,591,535
Total Annual Income Exceeds - - - 51,000,000
Total Funds Exceed - - - - 151,500,000
Total Fire Losses Paid - - - - 193,774,045
Deposit with Dominion Government - - 1,245,467
(As at 31st December, 1916.)
Head Office, Canadian Branch:
Commercial Union Bldgs., 232-236 St. James Street,
Montreal, Que.

Applications for Agencies solicited in unrepresented districts.

J. MCGREGOR - Manager Canadian Branch.
W. S. JOPLING - Assistant Manager.

A Free Course in "Salesmanship"

We have thought about the young man who sees no prospects ahead. Would you like to be in a business that will give you

A GOOD LIVING WAGE
A PROFITABLE FUTURE
A PROVISION FOR OLD AGE
We teach a man the Insurance Business, which offers permanent success, does not fluctuate, is a professional occupation, and has been truly named "The best paid hard work in the world."

This is done by a correspondence course and personal assistance, free of charge.

When he is fully prepared for the work, we place him in a position and help him to make good.

The first two lessons of the Company's correspondence course will be sent to anyone interested. It will pay young men who desire to get on in the world to look into this.

All correspondence strictly confidential.

**CANADA LIFE
ASSURANCE COMPANY**
Head Office, Toronto.



LONDON LLOYD'S LOSES MEN.

Lloyd's Marine Insurance committee has lost the service of 2,600 men during the war, thus requiring it to conduct its affairs with the assistance of old men and boys.

FIRE PREVENTION IS PATRIOTISM.

The National Board of Fire Underwriters urges that as many city departments, officials and societies as possible participate in the National Fire Prevention Day, October 9, 1917. It is suggested that the communities call upon the local fire insurance agents for special talks along practical lines in schools, factories, theatres, churches and clubs.

SUN LIFE ASSUR. CO.

The Sun Life Assurance Co. of Canada announces that for nine months of 1917 its business shows an increase over the corresponding period of 1916 of more than \$7,000,000. The local agency reports an unusual record. Business under which the full first year's premium has been paid to the company in cash, 1st January to 30th September, totals \$2,925,465.00; business for the corresponding period of 1916, \$2,588,754.40; gain, \$336,710.60.

WILL ADVERTISE UNDER INSURANCE.

An extensive advertising campaign has been launched by the Chicago Board of Fire Underwriters in an effort to show the people of Chicago that they are underinsured. Approximately \$20,000 will be expended by the committee appointed to handle the matter. Buildings, mercantile and manufacturing stocks and equipment of all kinds have increased in value on an average of 50 per cent since 1915, while little has been done to provide for additional coverage on the increased cost of production.

HAVE A HOBBY.

The life assurance man is constantly urged that, if he would be successful, he must work; that he must try, try, try again, and yet again, when failures overtake him; that he must never—No! never!!—accept that picturesque but undignified position designated by Mr. Micawber as "floored"; in short, that he must keep pegging away in the pursuit of efficiency, no matter what befall. Rarely, however, do we hear the suggestion that man's temporary stagnation and want of progress is due to his being in a "rut," and that a course of treatment along new lines is desirable. Staleness is a terrible handicap in all branches of sport, and it is equally so in business; and the remedy for the sportsman and the business man is to seek new avenues of rest.—Exchange.

U. S. BANK CLEARINGS.

Largely because of the contraction in speculative activity, as compared with this time a year ago bank clearings this week at New York show a moderate falling off as compared with last year, the loss being 2.9 per cent, but as contrasted with two years ago a gain appears of no less than 22.5 per cent. On the other hand, substantial improvement continues to be a conspicuous feature at almost all cities outside the metropolis, and the total at all points for the week, according to Dun's Review, amounts to \$5,714,269,419, an increase of 3.4 over last year and of 30.7 per cent, as compared with 1915. Boston, Philadelphia, Pittsburgh, Chicago, Cincinnati, Cleveland, St. Louis, Kansas City, New Orleans and San Francisco report noticeable expansion, and the aggregate of all points outside of New York shows gains of 19.0 and 51.3 per cent, respectively, over the corresponding weeks in the two immediately preceding years, which indicate that commercial and industrial activity is well maintained in the territory served by those important centers.

Average daily bank exchanges for the year to date are given below for three years:

	1917	1916	1915
Oct.	\$944,422,000	\$879,994,000	\$728,683,000
Sept.	873,168,000	827,758,000	543,459,000
Aug.	817,965,000	640,400,000	483,844,000
July.	905,527,000	662,427,000	493,471,000
2d Quar. . . .	902,921,000	762,943,000	495,973,000
1st Quar. . . .	827,235,000	698,970,000	460,832,000

THE MONTREAL STOCK EXCHANGE.

With Wall Street in a hesitating if not reactionary mood the local market showed very little strength during the past week.

Sales of listed stock only totalled 10,300 shares as compared with 14,500 the previous week and 82,900 a year ago. Even sales of bonds fell off so that the week was a pretty dull and uninteresting one.

Not only were sales few in number but the market showed a decided weakness and nearly every stock on the list registered declines.

Dominion Steel Corporation was the only active security with sales of 1880 shares. No other stock showed transactions of a thousand shares.

Comparisons with the week preceding and the corresponding week of a year ago follow:

	Week ending		
	Oct. 6, 1917.	Sept. 29, 1917.	Oct. 7, 1916.
Shares.	10,308	14,524	82,968
Bonds.	\$174,900	\$232,200	\$215,200
Unlist. shares. . . .	340	160	2,137

POTATOES IN THE BANKS.

It has been ruled by the Federal Reserve Board that potatoes properly graded and packed and stored in a weatherproof and responsible warehouse, as evidenced by a receipt, would undoubtedly constitute a readily marketable non-perishable staple. This ruling, coupled with the decision that federal banks may make loans against such potatoes, makes the task of handling the very large crop, now ripening, much easier than before. It has also induced the Department of Agriculture and the Food Administration to recommend two standard grades of potatoes upon which bankers may base their loans. The grades recommended are: No. 1 shall consist of sound potatoes of similar varietal characteristics, practically free from dirt or other foreign matter, frost injury, sunburn, second growth, cuts, scab, blight, dry rot, and damage caused by disease, insects or mechanical means. The minimum diameter of potatoes of the round varieties shall be one and seven-eighths inches and of potatoes of the long varieties one and three-fourths inches. No. 2 is almost identical with No. 1, except that the minimum diameter shall be one and one-half inches.—From Bradstreet's.

ARE YOU A HUMAN LIABILITY?

It is not unusual for men who are careless, improvident or unsuccessful to say that the world owes them a living. Such men usually are a liability instead of an asset to the world. An actuary of high rank declares a man is a burden to society or is likely to become one, unless he has, free and clear of all obligations:

At the age of 25	\$228
At the age of 30	534
At the age of 35	942
At the age of 40	1404
At the age of 45	1974
At the age of 50	2676
At the age of 55	3570
At the age of 60	4764
At the age of 65	6000

If you accept these figures you may determine whether you are a human asset or a liability.

One benefit that is going to come out of this war is in the deeper study that will be given to the causes of the improvidence of the American people. From the best basis on which estimates can be made it appears that approximately \$250,000,000 is dispensed yearly through organized charities. The amount spent for the support of dependents of which no record can be obtained is believed to be double or treble that amount, so America may be said to have a charge of from \$750,000,000 to \$1,000,000,000 a year for the support of those who have been unable to make provision for themselves or neglected to do so.

It is coming to be appreciated more and more that one of the great sources of strength in Germany is in its social insurance, through which the German people have been led to protect themselves against the needs of old age and incidentally have provided for the general vicissitudes of life. The German system of insurance for ill health is accepted as the best in the world. Through its operation the mortality rate has been reduced, the health of the people improved greatly and the work of organized and unorganized charity minimized. Thoughtful men in this country are hoping that all that is good in German methods of public welfare will be taken up in America, while all that is bad is avoided.