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# THE Canadian Courier

A NATIONAL WEEKLY

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## PUBLISHERS' TALK

THIS Champlain Number needs no apology for its being or its appearance. The cover design will, we believe, compare favourably with anything ever produced in Canada. The contents speak for themselves. Our only regret is that we had not more space at our disposal. Next week we hope to have a large number of interesting photographs portraying the chief scenes in connection with this memorable and brilliant occasion.

THE Hudson Bay country will receive attention in two numbers. We have secured some of the most interesting photographs that have come out of that country and these will be accompanied by illuminative text.

A CANADIAN barrister-author who has just returned home after three years' absence writes: "I had no idea that so good a weekly as yours could be made to pay here. The two numbers so far received by me have been sent, one to England and one to Edmonton, and I think they will mean two new subscribers." This is practical sympathy of a kind which appeals to us. We hope to prove worthy of such confidence. Another subscriber writing from Ottawa says: "I also wish to congratulate you on the excellence of your paper." Another kind word to cheer us on.



## The Wise Man's Four Wishes

"Bread—when I'm hungry,  
 'SPEY ROYAL'—when I'm dry,  
 Money—when I'm 'broke,'  
 Heaven—when I die."

## Gilbey's "Spey Royal"

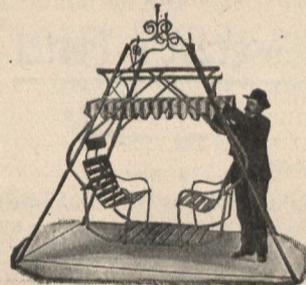
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## ONE YEAR'S GROWTH

The strength of a bank is tested by its ability to successfully weather financial storms.

The strength of a Life Company is tested by its ability to grow in "hard times."

Last year the New Business of

*The Mutual Life* ASSURANCE CO. OF CANADA.

amounted to \$7,081,402, a gain over 1906 of \$1,577,855, bringing up the total insurance in force to \$51,091,848, a gain over 1906 of \$4,179,440—and yet the operating expenses were just about the same as last year.

The Company also made substantial gains over 1906—in Assets, \$1,271,255; in Reserves, \$966,221; in Income, \$171,147, and in Surplus, \$800,841.

Agencies in all the principal Towns and Cities in Canada.

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