Life Assurance Creed.

The third vice-president of an American life assurance company has supplied his agents, in a recent circular letter, with a "creed," a part of which is as follows :

"I believe the supreme duty of every man is to pay his debts—and the chief debt of every man is to his wife and children.

"I believe that the man who dies, leaving a wife helpless and children defenseless, has committed a crime against society.

"I believe that the man who is in debt is not free, and the title deed to true freedom is a good life assurance policy.

"I believe that the obligation to pay a life assurance premium has the same moral effect on a man's self-respect that the right to vote has on a boy becoming twenty-one.

"I believe in the immortality of all effort directed toward the protection of the helpless.

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The Sun Life of Canada and the C. I. V.

On the morning of the arrival in London of the City Imperial Volunteers (better known as the C. I. V.), Mr. Geo. E. Reid, manager for the United Kingdom of the Sun Life of Canada, sent the following telegram to the Earl of Albemarle, who is one of the Company's trustees for Great Britain and was lieutenant-colonel commanding infantry of the C. I. V. The telegram was heartily responded to. We are pleased to give a copy of both below.

The Head Office also joins in congratulating Lord Albemarle on his safe return.

The Telegram :

" Earl of Albemarle,
        Guildhall, E. C.
" The Sun Life Assurance Company of Canada sends you, Colonel Mackinnon, officers and men of the C. I. V. heartiest greetings and warm congratulations.

"Geo. E. Reid, Manager."

The Reply :

Guards Club
    Pall Mall

Geo. Reid Esq.

    Dear Sir

        On behalf of Col Mackinnon & the officers & men of this Regiment, I am writing to say that the most kind telegram which I have received from you from the Sun Life Assurance Company of Canada was communicated by me to them & gave us a lively satisfaction. It is very nice to be home after so many months from home—

            Yrs very truly
            Albemarle

Lt Col Com Infy
                C I V
        4 XI 00