

Solid Growth

Up-to-date business methods, backed by an unbroken record of fair-dealing with its policyholders, have achieved for the Sun Life of Canada a phenomenal growth.

Assurances in Force have more than doubled in the past seven years, and have more than trebled in the past eleven years.

To-day they exceed by far those of any Canadian life assurance company.

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

The London & Lancashire Life and General Assurance Association Limited

Offers Liberal Contracts to Capable Field Men.

GOOD OPPORTUNITY FOR MEN TO BUILD UP A PERMANENT CONNECTION.

We Particularly Desire Representatives for City of Montreal.

Chief Office for Canada:
164 ST. JAMES STREET, MONTREAL.
ALEX. BISSETT - Manager for Canada.

UNION ASSURANCE SOCIETY LIMITED OF LONDON, ENGLAND

FIRE INSURANCE, A.D. 1714.

Canada Branch, Montreal:
T. L. MORRISEY, Resident Manager.
North-West Branch, Winnipeg:
THOS. BRUCE, Branch Manager.
AGENCIES THROUGHOUT THE DOMINION.

\$5,000
provision for your home, plus
\$50 A MONTH

Indemnity for yourself.

Our New Special Indemnity Policy

Shares in Dividends.
Waives all premiums if you become totally disabled.
Pays you thereafter \$50 a month for life.
Pays \$5,000 in full to your family no matter how many monthly cheques you may live to receive.

Ask for Particulars.

CANADA LIFE
TORONTO

INSURANCE

THE LENNOX CASE.

An active interest was taken by insurance companies in the coroner's inquiry into the death of John Lennox of Hamilton, Ont., several large accident and life insurance policies being involved. Mr. Lennox was drowned in Hamilton Bay on April 23, last and the jury decided that his death was accidental. An effort was made to prove that he died of heart failure or kidney disease and not from the accident of drowning, but the jury declined to accept this view.

NORTH AMERICAN LIFE.

Received business for September of the North American Life Assurance Company, Toronto, exceeded, \$1,800,000, which mark is a new record for the month of September.

Mr. E. J. Harvey, Supervisor of Agencies for the North American Life Assurance Company, is back at Home Office after an extended trip through the West.

A meeting was held of the Eastern Division of the Nalaco Club (\$100,000 Club) at the Chateau Frontenac, Quebec City, September 24th and 25th. The Convention was well attended and proved to be of great benefit to all there.

Mr. R. J. Thibaudeau, Saskatoon Agency, is leader of the North American Life Honor Roll for the month with the largest amount of Received Business to his credit.

NO FEES. NO ARRESTS.

Some change in the system of remuneration of rural constables would appear to be needed if dispatches from London, Ont., concerning the murderous assault upon Joseph Yeo are true. The victim is a track inspector on the Grand Trunk Railway, who frustrated an attempt at train wreck on a recent Sunday, and received two bullet wounds. The dispatch states that none of the Middlesex County constables have shown any eagerness to make a thorough investigation, for the reason that if no arrests are made there will probably be no fees for the constables.

A SOUTH AFRICAN IDYLL.

South Africa is the latest candidate for freak insurance fame—that is, if one is to take seriously the official prospectus of the African Motherhood Endowment Society (Cape) Limited. It dwells upon the importance of increasing the population and believes that more might be done in this line if funds were available for the purpose. Therefore it proposes an endowment amounting to "£310 for a baby", of which £110 is payable at birth, £100 at the age of one year and £100 at the age of 15.

The esteemed Insurance & Financial Gazette of Belfast, Ireland, which brings this scheme to our notice, treats it with levity and proceeds to ask a number of embarrassing questions which we blush to produce but which are not the less pertinent. It advises South African prospective mothers to keep their "three annual payments of £7 10s" by which the benefits of this altruistic scheme are to be secured. To the casual American eye, it bears all the earmarks of certain pyramiding financial schemes which have deluded our "get rich quick investors in the not too dim and distant past. But then—it also looks as though giddy Cape Town were trying to inflict a ponderous jest upon the insurance world. We anxiously await further details,

Howard S. Ross, K. C.

Eugene R. Angers

ROSS & ANGERS

BARRISTERS and SOLICITORS

Coristine Building, 20 St. Nicholas St., Montreal

BLACK DIAMOND

FILE WORKS

Established 1863. Incorporated 1897.
Highest Awards at Twelve International
Expositions, Special Prize, Gold Medal,
Atlanta, 1895.

G & H. Barnett Co.

PHILADELPHIA, Pa.

Owned and Operated by
NICHOLSON FILE COMPANY.

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	4,425,000
Life Fund & Special Trust Funds	75,578,630
Total Annual Income Exceeds ..	64,000,000
Total Funds Exceed	172,000,000
Total Fire Losses Paid	215,897,380
Deposit with Dominion Government (as at 31st Dec., 1918) ..	1,401,333

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.

Founded in 1806.

THE LAW UNION AND ROCK INSURANCE CO., LIMITED

OF LONDON.

ASSETS EXCEED \$50,000,000.
OVER \$10,000,000 INVESTED IN CANADA.
FIRE & ACCIDENT RISKS ACCEPTED.

Canadian Head Office:

277 Beaver Hall Hill, MONTREAL.
Agents wanted in unrepresented towns in Canada.

J. E. E. DICKSON, Canadian Manager.
W. D. AIKEN, Supt. Accident Department.

Every Agent Wants

to represent a Company whose name is his introduction. One whose policies are unexcelled. Liberal dividends. Strength and security unsurpassed.

The figures for 1918 emphasize these points in the North American Life.

Business in Force	over \$70,900,000
Assets	18,100,000
Net Surplus	2,750,000
Payments to Policyholders ..	1,700,000

These are reasons why the Company is known as "Solid as the Continent." Correspond with E. J. Harvey, Supervisor of Agencies.

NORTH AMERICAN LIFE ASSURANCE COMPANY
HEAD OFFICE - - - TORONTO