



MR. FRED. P. STAPLES.

A Unique Advertisement.

On this page we reproduce a photograph of Mr. Fred. P. Staples, Chief Traveling Agent of the Sun Life of Canada, Ceylon, as he appeared at a Fancy Dress Ball, held recently at Colombo; the report as given by the Ceylon Independent is as follows:

Mr. Fred. P. Staples, Chief Traveling Agent of the Sun Life Assurance Company of Canada, deserves credit for the unique advertisement he gave his Company. He appeared in a full white dress suit, on which the following inscriptions

were displayed, printed in bright red:
 "Sun Life Assurance Company of Canada;"

"Why live and be miserable when the 'Sun Life of Canada' will look after the wife and kids? Assure your life and be happy;"

"Is life worth living?—Yes, if it is the 'Sun Life of Canada;'"

"Is marriage a failure?—Not if you have assured with the 'Sun Life of Canada;'"

"Do you want to make your wife a happy widow?—Assure with the 'Sun Life of Canada;'"

"Once you have assured, don't count the chicks. The 'Sun Life of Canada' looks after those little details;"

"Many a man has married a rich widow, thanks to the 'Sun Life of Canada;'"

"Ladies make your husbands to assure;"

"Assure with the 'Sun Life of Canada' and though your sun may set your widow's sun will rise;"

"To wed or not to wed, that is the question; but before you pop go to F. P. Staples, C. T. A. of the 'Sun Life of Canada;'"

"The best wedding present you can give your bride is your Life Assurance Policy;"

The costume was one of the prettiest, as it was also one of the most striking and amusing in the room, and evoked laughter at every turn throughout the night.



Have a Purpose.

The man without a purpose is like a ship without a rudder; a waif, a nothing. Have a purpose in life, if it is only to kill and divide and sell oxen well, but have a purpose; and having it, throw such strength of mind and muscle into it as has been given thee.

—Carlyle.