

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 busi-
ness 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 Com-
pany'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 con-
fidential.

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



"A Little Nonsense Now and Then"

Staff Colonel (in Christian Register)—Your re-
ports should be written in such manner that even
the most ignorant may understand them. Sergeant
—Well, sir, what part is it that you don't understand?

"Well, Rastus, I hear you are working again. What
business are you engaged in?"

"Ise done be engaged in de mining business, sah."

"What kind of mining are you doing, gold, silver
or diamond?"

"Ise doing kalsomining, sah."

Casey—It's the iligant time Oi had lasht Saturday.
Divil a thing can I remember afther 4 o'clock.

O'Brien—Thin how d'ye know ye had a good
tolme?

Casey—Shure, didn't Oi hear th' cop tellin' the
joodge about it on Monday mornin'—Boston Tran-
script.

Gen. Pershing told in Paris a story about a young
American soldier. "He talked a lot on the voyage
over," said the general, "of the delight he would take
in sightseeing when on leave. 'Don't miss Notre
Dame Cathedral in Paris,' said a French volunteer.
'You bet I won't!' said he. 'Don't miss Westminster
Abbey in London,' said a Scot. 'No, siree! But, say
fellows,' the young soldier declared, 'the thing I'm
craziest of all to see is the Church of England.'"

A well-known music hall artist was chatting to a
London journalist whose paper is not always to be
relied upon for accuracy of statements.

"My dear fellow," the comedian said, "I think that
what you want is a bishop on your staff."

"A bishop! Why?" asked the journalist in amaze-
ment.

"Because," answered the other with a smile, "some
of the statements in your paper are in some need
of confirmation."—Exchange.

An old darky who had been in the metropolis of
his southern state but once since the war stood
watching an electric car skim out toward a suburb.
A northern engineer, wishing to draw him out, said:
"Great thing, that trolley, eh, uncle?" Only a grunt
and a chuckle responded. He tried again: "When
we come down from the north we do things, don't
we, uncle?" "Yaas, yaas, master," drawled the
darky; "great men in the north, sah. Come down
heah wid a gun fifty years ago and sot the nigger
free. Now you-all is bringin' a fish pole to free the
mule—great men, ya, ya!"

The widow of a German officer presented herself
at the office in Berlin for the purpose of drawing the
pension due to her. She handed in the necessary cer-
tificate from the mayor of the village in which she
lived, to the effect that she was still alive.

"This certificate is not correct," said the official
in charge.

"What is the matter with it?" asked the lady.

"It bears the date of September 21," was the stern
reply, "and your pension was due on September 15."

"What kind of a certificate do you wish?" asked
the disappointed applicant.

"We must have a certificate stating that you were
alive on September 15," said the official with great
firmness.

An Irishman paid a visit to China. He was quick
tempered and it was not long before he had high
words with a native who spoke very broken English.
Seizing a dish from a stall close at hand, Pat let fly
with it and the Chinaman's head was cut. Being
brought before the British consul he was asked why
he had insulted the native.

"Sure," replied Pat, "he spoke broken English, and
I just gave him broken China in return."—Exchange.

Mr. Glinnet, who has done splendid work breaking
in wild horses for the army, tells a story of his early
days with his father's circus. He was in London on
business when he had a telegram from his foreman,
sent off from the place where the show was visiting
that day, and which read as follows:

"The leopard has escaped. Prowling about the
town. What shall I do? Bob."

Now Bob was one of those conscientious chaps
who had to have clear directions.

I rushed off to the telegraph office and sent a re-
ply: "Shoot him on the spot," I wired.

Half an hour later another telegram came to hand.
It also was from Bob, and asked: "Which spot?"

OPENS MONTREAL OFFICE

The Union Insurance Society of Canton, Ltd., one
of the well known British companies, has just opened
offices in Montreal with Mr. Joseph Rowat as general
agent. The head office of the company for Canada is
in Toronto, but Mr. Rowat will have charge of the
company's operations in this province with offices
in the Lewis Building. The Union Insurance Society
of Canton was established in 1835 and does business
in all parts of the world. It has combined assets
of over \$17,000,000, while losses paid amount to over
\$75,000,000.

DRIVING HOME THE MEANING OF FIRE LOSS.

Canada's fire loss in 1916 was \$25,400,000, and it
will be greater this year. So vast is the amount that
it is hard to realize its significance when stated in
mere figures. Here are some other ways of stating
it, which drives home its baleful significance:

The Canadian Government pays \$2,000,000 a month
in separation allowances to soldiers' wives and de-
pendents. The Canadian people burn property valued
at \$2,500,000 a month.

Canada's annual fire waste is sufficient to pay 5
per cent interest on all the war loans floated in Can-
ada and provide a sinking fund large enough to can-
cel the total indebtedness in thirty years.

One year's fire loss in Canada would purchase 12,
000,000 bushels of wheat for our Allies.

The value of grain and other agricultural produce
burned in Canada in 1916 was equal to the average
annual production of 1,500 hundred-acre farms.

Canada's fire loss in 1916 would have provided 3,500
aeroplanes or 25,000 machine guns or maintained over
20,000 men in the trenches for a year.

We have talked about the immensity of our fire
losses for years. Isn't it time that laws were passed
to reduce the waste? It can be done.—Conservation.

THE DOOMED DOUGHNUT.

The doughnut is doomed. Recent intimations of
disapproval by the food administration of this ma-
tutinal confection might have been regarded as a
spur to conservation and a threat that would not
be carried out unless as a last resort. Bakers are
prohibited in making bread or rolls from adding
sugar or fats to the dough during the baking or af-
terward. Some difference of opinion as to what are
rolls has given the doughnut a respite, but it is to be
short-lived, according to the State food administra-
tor, who brings this significant news from Washing-
ton: This ruling gives sweet dough goods a temporary
lease of life only. Mr. Hoover has a special grudge
against doughnuts. They soak up fat which we do
not need, and our Allies are suffering for. So dough-
nuts and frying-pan foods will shortly be taboo and
we must not eat or make them until the war is over.
Thus is the fate of the doughnut sealed.—Indiana-
polis News.

"I suppose," said the facetious stranger watching
a workman spread a carpet from the church door to
the curb, "that's the road to heaven you are fixing
there?"

"No," replied the man, "this is merely a bridal
path."—Boston Transcript.

LIVING UNDER THE SHADOW OF WAR

In these dark and uncertain days,
only the very best judgment should
be employed in selecting investments.
Schooled by the lessons of the war,
sensible men and women have re-
linquished schemes to get rich quick
by means of speculative securities
and they now prefer safe investments
yielding moderate interest to question-
able ones with high rates. Bene-
ficiaries under insurance policies are
often perplexed as to how to invest
their monies safely and profitably,
but the continuous monthly income
policy, payable in monthly instalments
throughout life, and for twenty years
certain, solves the problem completely.
It constitutes an automatic safe in-
vestment and is issued by

THE MUTUAL LIFE ASSURANCE Company of Canada

WATERLOO

E. F. CLEMENT K.C.,
President.

ONTARIO

GEORGE WEGENAST
Managing Director.