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THE Canadian Courier

A NATIONAL WEEKLY

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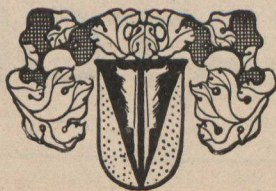


PUBLISHER'S TALK

WE come to October with a thousand subscribers more than when we came to September. That means four or five thousand new readers. Indeed, we hope that the gross increase in the subscription list for the year will total twelve thousand. That will mean about fifty thousand new readers, since a weekly paper is kept longer and read by more people than a daily paper.

A SUBSCRIBER writes congratulating us upon the excellence of our weekly covers. He thinks that every cover should bear some relation to the contents of the particular issue. That is much more difficult with a weekly than a monthly. The weekly deals with illustrated news and there is no time to make a coloured design if the latest events are to be presented in story or picture. Our covers are made about six weeks in advance of publication so as to leave ample time for the arrangement of the colour scheme and the necessarily careful printing. With us a cover is consequently a decoration only.

SEVERAL subscribers have responded to our cash offer for new ideas. Some of these are practicable. One of two received from a St. Hyacinthe reader is excellent. We can use a thousand new ideas, so no one need fear that we shall receive too many. If you cannot think of a suggestion, send an anecdote, a short story, or a news photograph. We will fully appreciate the courtesy.



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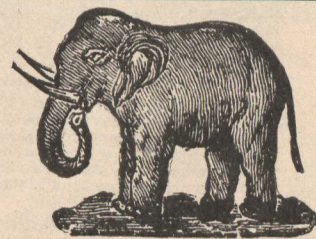
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ONE YEAR'S GROWTH

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

Last year the New Business of



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, \$800,341.

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HEAD OFFICE - WATERLOO, ONT.