

army officers is incorrect. We have a few army officers on our books, but, as we have always exacted a higher extra premium than the British offices, the bulk of this business has gone to competitors whose terms were more favorable. Furthermore, our business in Great Britain has been to a very large extent with persons of middle age or over, and these policyholders are therefore mostly beyond the age at which they would be likely to volunteer for active service. The average present age is over 50. In all probability we will have some extra claims as a result of the war, but from the nature of the Company's business such extra deaths cannot have any appreciable effect upon the mortality of the Company as a whole.

"In this connection, I would also call attention to the fact that we have transacted a very large volume of annuity business in Great Britain, France and Belgium. There is a strong probability of some of these annuitants being killed, especially persons residing in Northern France and Belgium. As a matter of fact, we have already been notified of one annuitant's death as a result of the war. This was an English clergyman, about 70 years of age, who was in Germany when the war broke out, and who was shot by German soldiers while attempting to return through Belgium. It is not at all improbable that the extra deaths among annuitants may to a very large extent offset the extra mortality among assured lives."

The annuitant to whom reference is made was the late Rev. John Munro Mackenzie, particulars of whose death are given on page 185.

### A Cure for Melancholy.

Cautious (Bangor) was persuaded a few years ago to take out a twenty-year Assurance policy—the policy which returns to the holder the sum for which he is assured should he live for a fifth of a century.

Previous to taking out the policy Cautious was of a somewhat melancholy and "don't-care-if-I-live-or-die" disposition. But when he began to realize that if he lived for twenty years he would draw a couple of thousand pounds he began to view life with a less jaundiced eye. Now he is determined to collect the money or know the reason why. He is cheerful and his health has improved tremendously, and he puts it all down to the fact of his



MAJOR A. GILLIES.

of our Toronto Agency Staff, informally "snapped" at Valcartier. Major Gillies is now in England as Quarter Master of the 4th Battalion, 1st Brigade of the First Canadian Expeditionary Force.

having a handsome amount to draw if he lives to complete his twenty years of existence,—all of which only proves the truth of the saying that the mind has a great deal to do with the preservation of the body.

Assurance is an excellent thing, and everyone should carry as much as he can afford.—*Tit-Bits.*

### ASSURANCE

By the Hon. WINSTON S. CHURCHILL,  
First Lord of the British Admiralty.

"IF I had my way I would write the word 'Assure' over the door of every cottage and upon the blotting-book of every public man, because I am convinced that, for sacrifices which are inconceivably small, families can be secured against catastrophes which otherwise would smash them up forever. It is our duty to arrest the ghastly waste, not merely of human happiness, but of national health and strength which follows when, through the death of the breadwinner, the frail boat in which the fortunes of the family are embarked founders, and the women and children are left to struggle hopelessly on the dark waters of a friendless world."