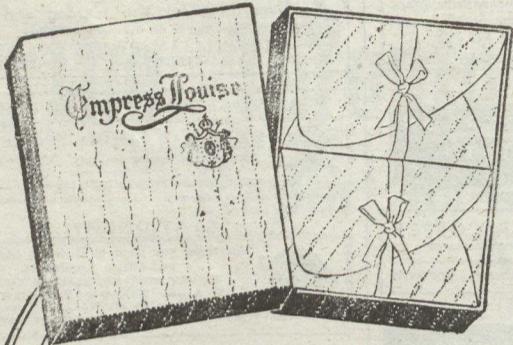


Empress Louise Papeteries



YOUR correspondence should convey precisely the same impression as everything else you do. Therefore, your notes and letters should be written on dainty stationery.

Empress Louise Papeteries

are of the daintiest.

Supplied in delicate tints of green and azure as well as white.

Ask your stationer for a box.

10-7-17

BRANTFORD
WINNIPEG

Barber-Ellis
Limited.
Canada.

VANCOUVER
CALGARY



ADVERTISING FOR A MISTRESS

(Concluded from page 16.)

expectedly thrown upon their own resources and have no special training except their experience in home-making, apply for these positions. They usually ask lower wages than the professionals and could not be treated on the isolation plan. Especially where there are children there is the great advantage of having about them helpers of refined manner and speech. While this raises the standard of household help it is only temporary, but it points to certain significant aspects of employment.

The eagerness with which educated women seize upon these positions when at all above the level of the menial, proves the dearth of openings for this large class of Canadian women. There are a hundred positions for the illiterate and at good wages to one for the educated woman, unless she has specialized in some line. As the war continues and after it is over this will be increasingly true.

We cannot look to the captains of industry or to the industrial classes to adjust these matters, but to the women themselves working in conjunction with the leading educational bodies. The most practical form of first aid is for the women to specialize in all departments of homemaking, and for the employers and employed to rid their minds of the absurd old bogey of prejudice that grades a house worker as of a lower order than those employed in the commercial or industrial world. In the British Isles the educated women have been facing this problem for years and now in different parts of our Western Provinces many of them have taken up small farms and are raising fruit, bees, poultry, and are making a success of their venture in independence.

War and Life Insurance

WAR and business conditions generally have turned the minds of people more to the subject of Life Insurance than ever before, according to Mr. W. Kerr George, Vice-President of the North American Life Assurance Company.

This remark was made in the course of his address at the 37th annual meeting of the company on the 31st of January, and from the satisfactory report submitted it would seem that this statement was well founded.

Mr. L. Goldman, the President, referred to the company's assets, now amounting to \$17,268,471.46. After liabilities have been provided for, there is a net surplus of \$2,774,854.38.

Policies issued and revived during the year amounted to \$12,535,832, a sum considerably in excess of any previous year's business. The total assurance now in force amounts to \$65,213,623, a net increase during the past year of \$5,528,511.

During 1917 over one and a half millions, or, in exact figures, \$1,574,291.23, was paid to Policyholders. Of this amount \$248,857.65 represented dividends, and at the same time the company announces that the much larger sum of \$310,967.66 has been apportioned for dividends in 1918. During the past ten years this company has paid the sum of \$1,882,467.04 as dividends or surplus to their Policyholders, while during that same period the total amount paid to Policyholders was \$11,448,465.06.

Then Fido Wept

A YOUNG lady with a pet dog on an electric car asked the conductor to stop at a certain point. When he did so, she went to the platform and there stood gesticulating, with the dog in her arm. "Hurry up, miss, hurry up! You want to get out here, don't you?" "Oh, dear, no, thank you. I only wished to show Fido where her mother lives."—Christian Register



Make the Most of Travel

THE passenger to the Pacific Coast is to-day offered a choice of routes that renders it unnecessary to re-trace his steps and opens up a wealth of new scenery and outdoor sport.

Do not fail to visit Jasper and Mount Robson Parks with their wonderful mountains, gorges, glaciers and cataracts.

Here the protection given to game has increased the quantity and reduced the fear of man

Mountain sheep and goat, the most wary of animals, are seen feeding on the hills, and coming down to the railroad in view of passing trains.

For further particulars see our booklet "The Canadian Northern Rockies," or apply to General Passenger Department, Montreal, Quebec.; Toronto, Ont.; Winnipeg, Man.

CANADIAN NORTHERN RAILWAY

Cosgrave's Beers



Known by discriminating Canadians for over half a century.

PALE ALE
HALF and HALF
XXX PORTER

In original strength
order from

EXPORTERS
LIMITED

489 St. Paul St. West, MONTREAL

To meet Ontario Temperance Act,
order from dealers, grocers, or
direct from Brewery.

THE COSGRAVE BREWERY CO.

LTD.
Toronto: Tel. Adelaide 486-487

Northern Ontario

A vast new land of promise and freedom now open for settlement at 50c an acre in some districts—in others Free.

Thousands of farmers are responding to the call. Here, right at the door of Southern Ontario, a home awaits you.

For information as to terms, regulations and railway rates to settlers, write to

HON. G. HOWARD FERGUSON,
Minister of Lands, Forests
and Mines.

H. A. MACDONELL,
Director of Colonization,
Parliament Buildings,
TORONTO, CANADA.