Real Estate

The largest of the fifty-seven real estate deals formally registered yesterday was the sale by William L. Haskell to the Landholders Company, Limited, of the southwest portion of lot 475, parish of St. Lawrence. This is situated on the Cote Vartu road and contains 48 arpents of land, which together with the buildings thereon brought the sum of $133,903, or equal to $2,750 per arpent.

Rodolphe Turcotte sold to Alphonse A. Lefebvre part of lot 74a Cote St. Louis, measuring 36 feet by 75 feet, together with Nos. 1842 and 1844 St. Lawrence Boulevard, for $35,000.

Peter Meracos sold to George and Louis Ostiguy lots 14-7, 14-6-1 and 15-693-1 St. Jean Baptiste, the land forming the southwest corner of Mount Royal avenue and Drolet street, for $31,000.

Hirsh Lande sold to Mrs. H. McDonald lot 317 St. Lawrence Ward, with the buildings thereon in Clarke street, for $20,000.

Jeremia Duquette sold to Leandre Ethier lots 10-1295 and 1296 Cote St. Louis with Nos. 2871 to 2881 St. Dominique street for $16,500.

Mrs. Mary Ellen Guerin sold to Joseph H. Charette lots 23-630 to 640 Hochelaga, the same being vacant and fronting on to Forsyth street, for $13,018.50.

Miss Barthe Lacoste sold to A. Bacal lot 14-145 Cote St. Louis, with Nos. 1515, 1517 and 1519 Esplanade avenue, for $12,500.

B. Salzman sold to P. J. Meehan the southeast portion of lot 11-597 Cote St. Louis, with Nos. 2254, 2256 and 2258 St. Urbain street, for $10,000.

The remainder were for sums under $10,000.

DEMAND FOR FAARMS INCREASING RAPIDLY

Farms in Eastern Townships find a Ready Market say Real Estate Men

GOING BACK TO LAND

Business Conditions in the City Have Induced Many Young Men to Take Up Farming.

Small farms in the Eastern Townships are at the present time in good demand, and probably owing to the fact that business conditions in the cities are dull, more young men are taking up farming this year than before.

It was stated at the office of Mr. P. E. Brown this morning that there was a considerable demand for small farms around $5,000, in the vicinity of Knowlton and Foster, and also along the north shore. The purchase of these farms is not of a speculative nature but solely for farming purposes. Many fathers are purchasing farms for their sons in order that they may take up farming. Real estate business in farm lands is now attracting more attention in many sources than that in subdivisions. Many of these farms are being purchased and considerable sums are being spent in the improvement of the property.

It was stated that business which had recently been very brisk in Notre Dame de Grace was now showing a falling off.

UNFILED ORDERS

National Brick Company Has Larger Number of Unfilled Orders Than Last Year—Building Going Ahead.

Unfilled orders of the National Brick Company at the present time are 33,000,000 bricks, as compared with 20,000,000 at the same date a year ago. A steady improvement is noted in the trade and the improvement is indicated rather strikingly by the fact that unfilled orders have risen in the last couple of weeks from 24,000,000 to 33,000,000 bricks.

In addition, stocks on hand which were fairly large at the beginning of the year, have been reduced to merely nominal proportions.

The increase in unfilled orders is an interesting sign of greater activity in one important line of business and the improvement in brick orders should naturally be reflected in other branches of the building trade. Two months ago the outlook was rather obscure and this time a year ago the market for brick and other construction material was fading away after a promising start in the early part of the year.

PENSSYLVANIA MGR.

Emlen C. Ogborn Appointed Manager of Eastern Pennsylvania for the Canada Life of Toronto.

Emlen C. Ogborn, former manager of the Harlem office of the Mutual Life Insurance Co., has been appointed manager of Eastern Pennsylvania for the Canada Life of Toronto. His office will be in Philadelphia. Prior to Mr. Ogborn's connection with the Canada Life he had over twenty years of field experience in the life insurance business and was a successful manager for the above mentioned company. Preliminary to the expansion of its agency operations in the territory above mentioned, the company will receive business at the office of its collection agency in the Bullitt Building.

Mr. Ogborn prophesies a splendid success for his company in his territory, as it is one of the oldest in the country, having been established in 1847 and issues policies that are standard in principle and unique in the benefits it offers to its policyholders.

Firemen Rewarded

Mayor Martin presenting medal to Lieut. Gauthier, Chief Tremblay and Controller McDonald can be seen in the left of the picture.

CITY FIREMEN ARE REWARDED FOR BRAVERY

Distribution of Medals on Champs de Mars an Imposing Affair

MAYOR MARTIN SPEAKS

Montreal's Daring Fire Fighters Urged to be Daring but to Exercise Certain Amount of Caution.

The much-talked about and long-awaited medals for bravery were distributed to members of the Montreal Fire Department yesterday. In many of the cases the deeds for which the medals were given dated back to June 13, 1904, the date of the Herald fire when over 30 persons lost their lives. Many of the men who saved lives at this time, in the four years that have intervened, have done other brave deeds, and it was necessary to add extra bars to their medals.

The scene yesterday afternoon on the Champs de Mars was a most imposing one, thirty pieces of fully manned fire-fighting apparatus passed in stately review before the eyes of hundreds of admiring spectators.

From a dias set up in the middle of one side of the Champ de Mars, Mayor Martin, with Controllers McDonald, Hebert and Cote, and a number of aldermen, watched the apparatus line up across the square and the distinguished firemen form into ranks. Controller McDonald began the speech making by addressing the firemen in French. Among those to whom medals had been awarded, he said, he was pleased to notice Rev. Canon Renaud, Rev. Abbe Elliott and Rev. Abbe Martin, the chaplains of the department, whose work of saving souls ranked at least as high as that of saving lives. He dwelt on the noble work of the department, the unflinching bravery of its members, saying that if the public only reflected they must surely recognize that the work of the firemen made them really heroes.

Alderman Boyd, speaking next, said that fire brigade was only a brigade in the true sense when it was composed of such men as those standing before him.

Forty-six men were then presented in turn with the medals, nine having the added distinction of a clasp with the medal for each other rescue of life than that for which the medal was awarded. Thus Deputy Chief Mann received a medal with four clasps, heading the list. The nine men to receive this special honor, and the place and date of their acts of bravery were as follows:

Forty-Six Presented.

Deputy Chief Arthur Mann, Herald fire, June 13, 1910; Philips Boarding House, Feb. 12, 1911; 242 Lagauchetiere east, Sept. 2, 1911; Abbe Effervescent Salt Co., Feb. 13, 1912.

District Chief Joseph Lussier, J. Waldman & Co., April 2, 1910; 532 St. Catherine west, April 19, 1911.

Captain J. P. Ruddy, Herald fire, Philips' boarding house.

Captain Arthur Ferron, Herald fire, Abbey Effervescent Salt Co.

Lieut. E. Charles Lamont, Herald fire, King's Hall, Oct. 13, 1910.

Lieut. Richard Lambert, Herald fire, 242 Lagauchetiere east; 81 St. Hubert St., November 11, 1911.

Lieut. J. E. Cullen, King's Hall, Philips' boarding house.

Lieut. William Moore, Herald fire; Abbey Effervescent Salt Co.

Fireman Moise Beaudry, Herald fire, 81 St. Hubert St.

Chief Tremblay was the last on the list of those decorated, being credited with rescue during the Herald fire in Victoria Square, as well as of two women from the fourth storey of a house in Bleury street. After receiving the decoration, the fire chief made the request that the Mayor would visit the General Hospital and there decorate, in his bed, A. Gignac, one of four men who were injured in a fire about a month ago and who has not yet recovered. Chief Tremblay then decorated the Mayor himself with one of the medals as a souvenir of the occasion.

Mayor Martin congratulated the department on its fine showing, in a short speech during which he deprecated the running of unnecessary risks on the part of the firemen.

Certificates of first aid proficiency were then presented to a number of the firemen, and the gathering dispersed.

INSURANCE BUILDING.

The Missouri State Life Insurance Company is putting up a new home office building in St. Louis. It will be seven stories high, and will cost about $260,000. The officers and directors of the company are proud of the design they have selected, which calls for the addition of four more stories whenever they may be needed. Every modern convenience for the transaction of the company's business will have a place in its new headquarters.

INSURANCE CO. WANT BODY EXHUMED

To have Autopsy on Corpse of Policyholder Supposed to have been Killed

PETITION EN DELIBERE

Mr. Justice Guerin Considers Petition of the Ocean Accident and Guarantee Company.

A petition to exhume the body of John Ernest Saucier from the Mount Royal Cemetery was presented before Mr. Justice Guerin, who was presiding over the Practice Court yesterday. The petitioners are the Ocean Accident and Guarantee Company, of London, England, who allege that it has not been established that the man whose body they seek to exhume was killed by an accident, as claimed by his widow. The petition was taken en delibere.

Saucier, who held policies for $5,000 and $10,000 respectively, met his death on June 7 last. On June 13 his widow, Mrs. Antoinette Saucier, notified the company of his decease. Attorneys for the company represent that on June 15 a registered letter requiring details was mailed to Mrs. Saucier, but that no answer was forthcoming. Another letter, they state, was sent on June 19. The following day the widow called up the local office of the company and informed them that her husand had been killed outside the city limits by falling from a rig, and she had been unable until then to secure the details.

The petition of the company states that they have information that deceased was in Montreal about the date of his death and preceding days, and further, that they understand that there are no marks of injuries due to any accident on the body. They, therefore, ask permission to have it exhumed in order that an examination may be made by Dr. D. D. McTaggart, medical officer of the company.

Cook and Magee are representing the company, and Laflamme, Mitchell and Chenevert appear for Mrs. Saucier.

Notes of Interest

People of St. John, N.B., are awaking to the fact that the city is greatly in need of inspectors of buildings to enforce fire prevention regulations. Chief Blake, of the city fire department, is behind the movement, as he sees a proper system of inspection would do a great deal of good.

Nothing definite is likel yto be decided at the Convention of the Canadian Fire Underwriters' Association which is being held at Bluff Point, Lake Champlain to-day, regarding the present condition of Montreal's water supply, and the existing rates, but there is little doubt that this will be one of the matters discussed.

At the annuau meeting of the Canadian Association of Automobile Underwriters, it is expected that a bomb will be sent off in the form of a big reduction in rates.

The serious illness of President Cox, of the Canada Life, who is at present in London, is greatly regretted by Canadian life underwriters all over the country, and his recovery is earnestly hoped for.

The fourth annual convention of the International Association of Casualty and Surety Underwriters will be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., from September 22 to 25 inclusive. The National Association of Casualty and Surety Agents will hold its convention at the same time and place.

$800,000 FIRE IN NEW HAMPSHIRE.

Manchester, N.H., June 24.—Loss estimated at $800,000 had been placed up at eight a.m. to-day by a fire which destroyed the five-storey brick building of the John B. Varick Company, hardware, jewellery and photographic supply dealers, on Elm street, and a three-storey brick anex and had spread to an annex of Mr. R. G. Sullivan's cigar factory. The flames at that hour were beyond control, and other buildings were threatened.

LIFE INSURANCE MONOPOLY.

A year has passed since Italy went into the life insurance business. Over $200,000,000 of business has been done, including that taken over at the beginning from twenty-four companies which were put out of business. Government employes in Italy are supposed to work seven hours a day, but there has been such a rush in its insurance department that ten hours have made a day's work, and there has been no rest on Sundays.

LIFE CONVENTION.

The ninth annual meeting of the American Life Convention will be held at Dallas, Tex., on October 8, 9 and 10. The medical and legal section will meet on October 7. Thirty-two states are represented by 104 company-members in this association. The 104 members began the current year with $1,841,661,000 of insurance in force. T. W. Blackburn, of Omaha, Neb., secretary and counsel, presents a table showing all the figures in detail, and says it will not only interest life insurance people everywhere, but should hearten every member of this young, growing organization. He gives the figures to the public as evidence that it is making good.

SMOKE VAFIADIS
Celebrated Egyptian Cigarette

SICK PEOPLE SEEK EMPLOYMENT IN VAIN

Medical Examination in Department Stores Drives Many to the Wall

HEALTH OFFICER SPEAKS

New York Health Department is Concerned Over Class of People Who Are Refused Work on Account of State of Health.

New York, June 24.—Dr. Haven Emerson, acting health officer of New York, startled those who participated in the dedication ceremonies of the Metropolitan Life Insurance Co.'s sanitarium for tubercular employes when he asserted that medical examinations on behalf of large employers in New York City was developing a class of people physically defective who cannot get employment elsewhere, and who must in some manner or other be taken care of by the State.

The large employers generally require a medical examination as well as a mental test before employes are accepted, he said. These examinations are followed by periodical successive inspections. One medical examiner for a large department store said to Dr. Emerson that when he reported the presence of incipient tuberculosis or other trouble to the head of the establishment, the report was followed by the employe's discharge. He or she was ruthlessly denied an opportunity to ern bread.

Dr. Emerson said later that representations would be made to the proprietors of the store in an effort to persuade them to inaugurate radical change in this manner of treating those unfortunate enough to be sick and at the same time employed by this concern.

The speaker said that the health department is concerned over the constantly growing class of people who because of illness cannot obtain employment in the great corporations and to have this class swelled by a number who are discharged for sickness, was he considered outrageous. The problem is to be acted upon by a number of organized bodies in the near future.

In his introductory speech, Haley Fiske, vice-president of the company said that the sanitarium for its employes would cost $1,000,000 before it was completed so as to accommodate at least 200 patients.

The sanitarium is to be used as a means not only of treating and curing employes but also as a center for research work and the spreading of knowledge regarding the "white plague."

In response to the questions of some of the speakers, he said, that only the matter of sufficient funds stands in the way of establishing sanitariums for the benefit of the tuberculosis among the 10,000,000 policyholders.

It was suggested by Dr. Adolphus Knopf, who was given credit for the inception of the sanitarium idea six years ago, that the company should take care not only of the tuberculous among the employes but of their families as well.

It was stated that if a patient was returned to his home as cured, he could still be in grave danger if he was exposed to tuberculosis in his home.

Dr. Abraham Jacobi stated that there were two great sources of tuberculosis. Impure cow's milk fed to babies, which sometimes does not manifest itself until late in life, and infection from open consumption. He appealed for an active campaign against impure milk and for the segregation of consumptives. Mr. Fiske stated that the company was distributing millions of pamphlets to its policyholders on the subject. Of the 60 patients now at the sanitarium about half are women, who have been stenographers or filing clerks at the companies offices. The men are agents from all sections of the United States or Canada. Dr. Howard Howk, the physician in charge, explained that one of the features of the treatment of convalescents was in preparing the patient for return to work. This was done so that the change from open air would not be too radical.

Since the sanitarium was opened last November two patients have died. These were in the last stages of disease when they arrived. It was said that there is no hope for about six others whose cases were also advanced. The other patients are for the most part in the incipient stages of the disease. Rest, fresh air, sunshine, careful feeding and the utmost cleanliness are the principal features of their treatment.

INDUSTRIAL ACCIDENTS

Many Fatal and Non-fatal Accidents Occurred to Industrial Workers.

Ottawa, June 24.—There were no less than 454 industrial accidents during the month of May, according to the statement just issued by the Labor Department. These included 101 fatalities. Thirteen men engaged in navigation lost their lives and ten more were injured. Ten men were killed in the lumbering business and seven injured. In the metal trades nine met death and ninety were injured while in mining eight were killed and 22 injured. Seven lost their lives in railway construction and five others were hurt, six were killed and twenty-seven injured in the building trades, eight killed and eighty-one injured in the steam railway service. In addition, there were 15 unskilled laborers killed and 38 injured, and ten men engaged as longshoremen lost their lives while 16 more were injured.

INSURANCE HOTEL.

New York city has now what might be termed an insurance man's hotel, although it is not of course limited to insurance men, it hopes to become the meeting place of insurance men from all parts of the continent when they visit New York and success is already assured its efforts in this direction.

The Hotel Cumberland at Broadway and Fifty-fourth street is one of the most favorably situated hotels in New York and offers unusual attractions to one who desires to make use of every moment and every occasion.

HOW TO FIND SAFE INVESTMENTS OR DESIRABLE INVESTORS

MAKE YOUR MONEY WORK

LET OUR LITTLE "WANT ADS" FIND THOSE WHO CAN "HITCH IT UP."

THE savers are the *winners!* And the winners are the *Investors!* Make the money you have make more. Whether you put it to work in good land investments, good stocks; high-class bonds or other securities it matters little, so long as the money brings you a fair return. Or if you would like to put your money into a strong, well-organized business, you will find our Want Ads—they cost but a trifle—will locate an opening for you quickly and cheaply. Send your Want Ad in now. And if you have a desirable investment to offer, whether it be land, buildings, stocks, bonds, or an interest in your business, you will find a Want Ad the best way to locate a buyer. Just send in a little Want Ad like those below. We will carry your message into thousands of business offices where it will almost surely find a good purchaser for you.

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"The Want Ad Way"

Rate: Two Cents a Word First Insertion; One Cent each Succeeding Issue

(Suggestions for You to Adopt)

INVESTMENT WANTED. — HAVE several thousand dollars which I would like to invest in a manufacturing business. Investment must be protected by ample security and pay 7 per cent or more. Address:

INVESTORS—WE HAVE FOR SALE securities in the form of municipal bonds, first mortgages, and splendid industrial stocks which will net you from 4½ per cent to 8 per cent. Will be glad to recommend the best investment for your needs. Call or address:

MIRROR FRAMING.

MIRRORS AND FRAMES, OLD MIRrors and picture frames repaired like new a specialty. Picture framing to order. Manufacture of mirrors and mouldings, wholesale and retail. The Wisontainer Co., 58 St. Lawrence Blvd.

FOR SALE.

FOUNDATION STONE FOR SALE — Apply to P. G. Demetre, S.W., cor. Mount Royal Avenue and St. Lawrence Blvd.

KINDLING WOOD FOR THE MILLion. Kindling, $2.25; Cut Hardwood, $3.25; Mill Blocks, $2.00 per load. "Mohascuit" for horses. J. C. McDiarmid, 402 William Street. Tel. Main 452.

BEST 37 FOOT GASOLINE CRUISER in Canada. Fully equipped. Speed 10 miles per hour, and as comfortable as a house-boat. Best construction and heavy duty motor. Complete description with price on application. Would consider as part payment small boat or automobile. Address Room 40, Herald Bldg., o telephone Main 3029.

LOBAN — TWO CYLINDER DEtachable rowboat; motors can be obtained from the Montreal agents for $95.00. Ask for Mr. Thornton, Diamond Light Co., 308 Craig Street West.

FOR SALE—A GROCERY LICENCE. Apply 1671 and 1673 Notre Dame St. East.

FOUR $100.00 SHARES OF WESTwark Realties Ltd. Worth about $200.00 each, but will sell at lower figure for cash. Apply P. O. Box 426, Montreal.

PANET STREET, 717—For sale, 1 Installation Boiler and Tanks, suitable for a soap-maker, dyer, laundry or chemical manufactory. Apply A. Bonin, 937 Cartier Street, Phone East, 5447. 17 6

TO LET.

PANET STREET, 717—Factory to let. 3,200 feet floor space, two floors, well lighted, aero auto garage to let. Apply A. Bonin, 937 Cartier, Phone East 5447. 17 6

BUSINESS CHANCES

WANTED— A COMPETENT AND experienced man with bookkeeping capabilities, and with a knowledge of stenography preferred, to take charge of the books of an institution. None but experienced men need apply. Bonds will be required to the extent of $5,000.00. Lunch and evening meal will be provided. Address Box 2602 Journal of Commerce.

SITUATIONS WANTED.

COTTON MILL SUPERINTENDENT wants position. Good manager. Excellent experience. All references. "Supt.," Box 315, Providence, R.I.

GENTLEMAN SPEAKING AND writing fluently French, Italian and German, thoroughly experienced in every kind of commercial or technical office work, seeks position. Salary no object. Box 2109 Journal of Commerce.

QUALIFIED ACCOUNTANT (C. A.) offers his services as secretary-treasurer or comptroller to soundly established concern. Highest references. Box 2411 Journal of Commerce.

WANTED TO BORROW.

$50,000 WANTED.

on good, well built and occupied property. Address:

P. O. Box 2204, Montreal.

BELTING.

BELTING FOR SALE — WE HAVE largest stock in city, all sizes in hair, cotton, rubber and leather, 25 to 50 per cent. cheaper than others. Special bargains in slightly used stock. Call or 'phone Main 4959 or 6587, Imperial Waste & Metal Co., 7 Queen St.

STATISTICAL MACHINERY.

THE PROPRIETORS OF CANADIan Letters Patent No. 135,441, 135,442 of 1911, and 147,201 of 1913, are prepared to supply statistical card perforating machinery manufactured in Canada under the above described Canadian Patents. Full particulars will be given interested parties upon application to the Williams Mfg. Company, Limited, Montreal, Canada.

AUTOMOBILES TO RENT.

AUTOMOBILE OWNERS' EXchange, 231 Berri St.—Autos to rent by day or hour, for all occasions, drives, weddings, etc. Seven passengers. Careful chauffeurs. East 4196.

MONTREAL AUTO LIVERY, 184 Berri St., East 4363. Eight first-class autos at rent at any time; reasonable charges. Give us a trial. A. Goudron, proprietor.

BUSINESS PREMISES TO LET.

TO LET—JACOB'S BUILDING, 282 St. Catherine Street West, large, bright office, central location, rent low. Apply Room 1, or M. Roman, 235 St. James street. 'Phone Main 1271.

TWO MANUFACTURING FLATS, 2,000 feet each. Two Manufacturing Flats, 1,100 feet each. Best lighted flats in city. Corner of Little Craig and St. James St. Apply Mitchell Realty, Limited, 82 Bank of Ottawa Building, Phone Main 6689, 222 St. James St., City.

WAREHOUSE TO RENT— TWO flats, 1,600 feet each. Excellent light, best wholesale business district on St. Paul Street. Will rent very reasonably, separately or together, to reliable parties. 'Phone Main 1789 for appointment.

WAREHOUSE TO RENT — GOOD, central location. Three floors and basement; total 12,000 squ. feet. Light on three sides. Apply Woodhouse & Co., 39 St. Catherine Street West.

111 METCALFE ST., JUST ABOVE St. Catherine St., W., large house, suitable for any business; size of basement, and first floor 28 x 105, with light on 2 sides. Will alter to suit tenant; good lease; reasonable rent. Aply Tannebaum, Limited, 392 St. Catherine W. Up 7620 and 2036.

SUMMER RESORTS.

DIGBY—NOVA SCOTIA.

LOUR LODGE AND COTTAGES. — Write Aubrey Brown, for illustrated booklet.

Personals

Sir Frederick Borden was in Montreal yesterday and was staying at the Windsor.

Mr. James Laing leaves the city today to open his villa at Little Metis for the summer.

Col. D. R. Street, Ottawa, came to the city to-day to preside at the Electrical Convention.

Lieut.-Col. Charles Winter has returned to Ottawa.

Mr. T. Gavin Wells is at Houston, Texas, attending a convention of the Rotary Club.

Mr. J. H. Hanson has opened his bungalow at Morin Heights for the season.

Mr. W. Grant Morden was among the Canadians who attended His Majesty's Levee on Wednesday, June 10th.

Mr. Jay Burns has returned to the city after a short visit to Ste. Agathe.

Some of the Canadians who were guests at a luncheon recently tendered in London by Mr. W. L. Griffith, Secretary to the High Commissioner, were Messrs. Henri Bourassa, C. Larkin, John Mackay, John Picket, Joseph Martin, M.P.; G. C. Cassels, and Donald Armour.

TUG BOAT BURNED

Lantern Explodes and Sets Fire to Boat Which Was Badly Damaged —Loss Over $5,000.

St. John, June 24.—The exploding of a lantern is attributed as the cause of the very spectacular blaze Monday night which destroyed the tug-boat Hunter, owned by H. S. Gregory & Sons, at her moorings, Rowan's Wharf, Indiantown, at a loss estimated at more than $5,000. The owners have the craft insured for $7,000 with William Thomson & Company.

The "Hunter," which is used for towing scows docked at the bedroom, near Rowan's Wharf about 8 o'clock last night. Steam was kept up while she remained at the dock. About 10.15 o'clock the alarm of fire was sounded from box 121, and when the fire apparatus had arrived the whole house, forward and aft was in flames. It is said that a lantern in the house aft exploded and set the fire.

The flames worked their way into the lower part of the boat and kept the firemen guessing for some time. The whole house was destroyed, from the front to rear, and it could not be estimated last night how badly the engine was damaged. Although the loss is estimated at $5,000 there is a possibility that it may be even greater. It is expected, however, that the insurance will be sufficient to cover the entire loss.

The tug is an old boat, and has been owned by H. S. Gregory & Sons for some years.

ADVERTISING LIFE INSURANCE

Plans have been made for an elaborate campaign of advertising for life insurance, practically covering North America.

And after a careful study of the situation 75 per cent. of the appropriation is to be spent in the daily newspapers.

THE UNDERWRITERS HAVE REACHED THE CONCLUSION—AND WISELY—THAT BY USING THE NEWSPAPERS THEY CAN GET THE EYE OF MORE PEOPLE THAN ANY OTHER WAY.

This advertising will not exploit the merits of any company or individual.

It will hammer home the advantages of insurance and the reason people should protect their families.

The underwriters believe that such a campaign will bring a wide interest in insurance which will pave the way for the agents to get business.

ANOTHER PRACTICAL DEMONSTRATION OF CO-OPERATION, AS WELL AS A TRIBUTE TO THE BUSINESS-BUILDING QUALITIES OF THE NEWSPAPERS.

STOCK SUBSCRIBED.

It is stated that $250,000, the full capital stock of the Kansas Life, has been subscribed and that the company will start writing business in the home State at once.