

FINE GROUND
(FOR USE IN PERCOLATORS)

CHASE & SANBORN, MONTREAL.

The London Life Insurance Company

SHOWS REMARKABLE PROGRESS IN THE YEAR 1916

New Business, \$13,035,945—a Gain of \$1,975,434—the Largest in the Company's History.

Business in Force, \$41,715,317.00—a Gain of \$6,894,989.00—a 75 per cent greater gain than in any previous year.

Lapse Ratio and Expense Ratio reduced in both departments.

Profit Distributions for 1917, 45 per cent in Excess of Estimates.

The Forty-Second Annual Meeting of the Shareholders and Policyholders of the London Life Insurance Company was held at the Company's Head Office, London, Canada, February 12th, 1917.

The President, Mr. John McClary, occupied the chair, and there were present a number of Shareholders and Policyholders.

The notice calling the meeting was read by the Manager and Secretary, J. G. Richter, F. A. S., after which the following report and financial statement were submitted.

Forty-Second Annual Report

The Directors of the London Life Insurance Company submit herewith the Audited Financial Statement of the Company for the year ending December 31st, 1916.

During the year 54,684 Applications for Insurance, amounting to \$13,035,945.80, were accepted and Policies issued therefor.

The net Premium and Interest Receipts of the year were respectively \$1,571,636.21 and \$402,144.17, a total of \$1,973,780.38. The increase over the previous year is \$307,658.03.

The payments to policyholders or heirs, for Cash Profits, Surrender Values, Annuities, Matured Endowments and Death and Disability Claims, aggregated \$507,583.54. The increase over the previous year is \$72,288.18.

The insurance in force on the Company's books at the close of the year, after deducting all re-insurances, aggregated \$41,715,317.41, under 20,951 Ordinary and 151,544 Industrial Policies, an increase of 2,972 Ordinary and 20,770 Industrial Policies, for insurance of \$6,894,989.88 for the year.

The Company's Assets, consisting of Stocks, Bonds and Debentures, first Mortgages on Real Estate and other approved securities, amount to \$6,975,763.72, an increase of \$900,439.89 over the previous year. The interest and other payments falling due during the year were generally well met.

The liabilities of the Company under outstanding Policies, and in all other respects, have been provided for in most ample manner, the whole amounting to \$6,674,359.14. The surplus on Policyholders' Account, exclusive of Subscribed but uncalled Capital, is \$301,404.58. After deducting Paid-up Capital, the net surplus over all Liabilities and Capital is \$251,404.58.

JOHN G. RICHTER, F. A. S. JOHN MCCLARY,
Manager and Secretary. President.

Synopsis of Financial Statement

REVENUE ACCOUNT.
Receipts.
Premiums, Industrial and Ordinary \$1,571,636 21
Interest on Investments 402,144 17
Total \$1,973,780 38

Disbursements.
Paid Policyholders or Heirs \$507,583 54
All other Disbursements 592,580 01
Balance to Investment Account 873,616 83
Total \$1,973,780 38

BALANCE SHEET.
Assets.
Mortgages, Debentures and Stocks \$5,990,071 83
Loans on Policies and other Invested Assets 616,133 46
Outstanding and Deferred Premiums Net 188,409 62
Interest Due and Accrued 181,148 81
Total \$6,975,763 72

Liabilities.
Reserve on Policies in Force \$6,294,974 00
Accumulating and Accruing Profits 164,680 00
Investment Reserve and other Liabilities 214,705 14
Surplus on Policyholders' Account 301,404 58
Total \$6,975,763 72

I have audited the Books and Accounts of The London Life Insurance Company for 1916.
All the Journal Entries are of a proper nature, and I have checked all postings.
All payments have been properly vouched, and I have verified the Securities for Investments.

The Policy Reserve Liability is certified by the Actuary. Explanations made and access to all documents given when required. The above statement is a true and complete abstract from the Company's Books, and in my opinion correctly shows the state of its affairs.
JAMES MCILLAN, C.A., Auditor.
London, January 21st, 1917.

Actuary's Report

The basis of valuation of the liability under policies in force as at 31st December, 1916, were as follows:
Ordinary Business—Issued prior to 1st January, 1910, H.M. Table of Mortality, 3½% interest.
Issued since 1st January, 1910, O.M. (5) Table of Mortality, 3½% interest.
Industrial Business—Issued prior to 1st January, 1900, Combined Experience Table, 3½% interest.
Issued since 1st January, 1900, F.M. Table No. 3, 3½% interest.

The total amount of the Reserves so computed, less the Reserve on policies reinsured in other Companies, is \$6,294,974. The Reserve on 84.3 per cent of the total business in force has been computed on a 3 per cent interest basis.

The increased scale of profits which took effect in 1916 resulted in the actual distribution for that year exceeding the estimates under present rates by approximately 40 per cent. It has been found possible to maintain this same scale of profits, notwithstanding the strain on the War Claims, and the actual results under five-year distribution policies, during 1917, will be approximately 45 per cent in excess of the original estimates.

The claims arising from the usual causes were very light in both branches. The actual rate of mortality from these causes was, in the Ordinary Branch, only 36.2 per cent. The additional rate due to War Claims was 28 per cent, making the total rate experienced, including War Claims, 64.2 per cent of the expected.

The surplus that would be shown, if the Statement were issued strictly in accordance with the terms of the Insurance Act, is \$251,404.58. This amount has been apportioned as follows:
Amount required to bring Reserves to Company's standard \$295,439.00
Profits accruing but not due 137,739.00
Investment Reserve and other Special Funds 55,950.00
Surplus on Policyholders' Account, unappropriated 301,404.58
Total \$834,642.58

EDWARD E. REID, B.A., A.I.A., Actuary.

Report of Loaning Committee

Owing to continued depression in Real Estate Values, due in part to the European War, in which Canada, as a part of the British Empire, is involved, and the consequent restriction of other financial conditions, the Committee deemed it advisable to continue during the past year the policy adopted two years ago of eliminating all speculative Building Loans in Cities and Towns, thus confining Mortgage loaning operations to owners' homes, and such productive farm loans as afforded ample margin of security.

Fortunately the Bond and Debenture market continued favorable throughout the year, affording opportunity for sale and profitable investment of the Company's surplus funds in securities of this class in place of Mortgage loans. The total new Mortgage loans of the year aggregated \$192,300.00. Loans on Policies, \$38,562.47, and Bonds and Debentures purchased, \$364,328.95, a total of \$1,155,291.42.

The Committee went carefully over all the outstanding Mortgages on the Company's books and find total interest due and overdue at the close of the year in respect of Eastern loans to be slightly under two-fifths of one per cent, and in respect of Western loans less than two per cent of the respective amounts of such loans, the average of the whole being .33 of one per cent of the amount of Mortgages outstanding on the books of the Company.

In no case has credit been taken in the Financial Statement for interest overdue or accrued which for any known reason might not be paid, but the further provision for possible contingencies the sum of Five Thousand Dollars has been added to Investment Reserve Account out of surplus earnings of the year, bringing this fund up to \$40,000.00, an amount amply sufficient in the judgment of the Committee to cover any possible losses which might result from the unsettled conditions at present existing.

The Committee also checked over all the Bonds and Debentures of the Company and found same in order. The book values were compared in each case with the Government Valuation of similar securities, and the aggregate of the Company's values were found to be \$40,308.56 below that of the Government's Valuation. The Company, therefore, has a margin of Investment Reserve Fund and excess value of Bonds and Debenture over book value of \$100,808.56.

The Committee have pleasure in bearing testimony to the efficient manner in which the clerical work of the Loaning Department of the Company is being transacted, and the good order in which all the securities were found.

ALBERT O. JEFFERY,
Chairman,
T. H. SMALLMAN,
W. M. SPENCER,

The President, MR. JOHN MCCLARY, in moving the adoption of the Report, said:

For many years past it has been my privilege, when moving the adoption of the Annual Report of the Directors and accompanying Financial Statements, to review briefly the results of the year's operations. It has been gratifying to note year by year the steady and substantial progress being made by the Company.

The past year, I am pleased to note, has not only upheld the best traditions of the past in the matter of substantial progress, but greatly surpassed in practically every essential the excellent records of any of the years that have gone before.

In new Insurance written, increase in net Insurance in force at the close of the year, gain in Premium and Interest, Income and gain in Loans, the record of the past year is exceptional, and reflects great credit on the Agency and Head Office Staffs of the Company.

In the matter of investment of the Company's funds, the policy of the Directors has always been "Safety First." Following the outbreak of the European War, many factors have come into play tending to unsettle values of practically every class of securities, including Real Estate. In the West, owing to generous enlistments in the Military Forces of Canada for service abroad, and a general falling off in emigration, considerable property, formerly occupied, has for the time being become vacant, and will likely remain so until after the close of the War, and will be slow of sale at fair prices.

In addition to these drawbacks, investors have also to contend with unfavorable and in some cases most unfair legislation affecting Mortgage securities. That in face of these conditions the Company has been able to keep its funds profitably invested, and escaped appreciable losses, is a matter for congratulation, and speaks well for the care exercised by the Loaning Committee and the Management in this connection.

Having regard to the special conditions referred to, and the fact that for the time being Governmental and Municipal Bonds and Debentures afforded an exceptionally profitable and safe investment, the Company's holdings of this class of securities has been considerably increased the past year, and now constitute a considerable percentage of the Company's investments, and as pointed out in the Report of the Loaning Committee, are being carried on the books of the Company at valuations considerably below the valuations allowable by the Government.

The other Assets of the Company are all of equally high order in their respective classes, and were taken into account at the close of the year at equally conservative valuations.

A further factor and one that is highly important, is the right manner in which every Liability of the Company has been ascertained and taken into account. In this connection the Company has always been much more strict than mere Governmental requirements called for. As a consequence the margin of security is being strengthened in the meantime, and the earnings of the future being perpetuated, the profits to policyholders will undoubtedly be greater hereafter than would be the case under other and less favorable conditions.

I have much pleasure in moving the adoption of the Report.

The Vice-President, DR. A. O. JEFFERY, K. C., in seconding the adoption of the Report, said:

The progress of the Life Insurance business during such a year as 1916 is a matter of great interest to the whole community. No other business of a financial nature has been so directly affected by the war as that of the Life Insurance Companies. Not only are these Companies affected, as are other institutions of a like nature, by the un-

usually disturbed conditions existing, but they are called upon to contribute directly from their funds through claims under policies on the lives of those engaged in Active Service. No crisis through which it is conceivable the country may be called upon to pass could more thoroughly test the stability of our life insurance institutions. They continue to perform the functions for which they were created, without any question as to their ability to meet the obligations to which they are bound by their policy contracts. They are, at the same time, affording a means of conservation for the savings of the public that is especially important at this crisis in the nation's affairs, and the constant increase in the accumulation of their funds is available for the service of the country, and affords a very important factor in the fighting resources of the Empire.

The years 1914 and 1915 showed considerable disturbance of the normal progress of the business of life insurance, and more particularly this noticeable in the difficulty Policyholders seemed to find in maintaining payment of premiums. Happily, this condition has apparently been greatly improved generally during the year 1916, and certainly the attitude of the public towards the importance of life insurance, both to the individual and to the State, has undergone a most marked change since the outbreak of the war. Coincident with this has been the realization that only on actuarially sound principles is it possible to successfully conduct the business of life insurance and the reorganization of the majority of the Assessment and Fraternal Societies has enforced this lesson in a most pronounced fashion. In the statement which your Directors have submitted to you there is evidence not only of remarkably satisfactory progress during the past year, but also of a condition of affairs within the Company that is indicative of the high standard of life insurance requirements of the public in a peculiarly satisfactory manner.

The remarkably satisfactory progress in all departments of the Company's business is, perhaps, best shown by a short comparative statement, and this progress in Income, Assets, New Business and Business in Force, is indicated in the following table.

Year.	Insurance in Force.	Insurance Issued.	Total Assets.	Income.
1916	\$ 4,283,900	\$ 1,284,292	\$ 691,591	\$ 205,648
1915	6,439,042	1,618,105	1,066,770	322,019
1914	10,376,413	3,337,774	2,100,394	645,860
1913	20,237,384	7,389,182	3,389,197	859,134
1912	41,715,317	12,056,445	6,976,763	1,973,780

Both the New Business for the year 1916, and the gain in Business in Force for that year have shown by far the largest increase in the history of the Company. Those acquainted with the Life Insurance business will realize that this means, temporarily, a strain upon the surplus resources. In addition to this, the War Claims of the year amounted to a little over \$100,000. Furthermore, a more liberal scale of profits than had ever heretofore been adopted went into force at the beginning of 1916, and was fully provided for, both as to profits maturing in 1916 and in the Reserve for profits maturing thereafter. Notwithstanding this exceptional combination of circumstances, the surplus earnings for the year were sufficient to maintain the financial position of the Company without in the least impairing the emergency funds that it has always been the practice of your Directors to maintain.

We are particularly gratified with the great improvement shown during the year in the conservation of the business on the books. This was manifest in both Branches—the record in the Ordinary Branch being very much better, according to press reports, than that experienced by the Companies generally. Only one-third of the business expected, matured endowments, surrenders and terminations of every kind—a record of which the efficient Agency Staff of the Company may well be proud. The work of the Field Staff in connection with the War Claims has undoubtedly been greatly aided by the satisfactory profit distributions to Policyholders. Furthermore, the nature of the business on the books of the Company, 75 per cent of which is of an Endowment nature, gives reason to believe that our Field Force may be able to show an even better record in the future.

As has been before noted, the favorable scale of profits adopted a year ago has been fully maintained. This means that under equivalent conditions the distributions in 1917 will be larger than ever before, and will, on the average, exceed the original estimates under present rates by 45 per cent.

Another gratifying feature of the Report is that notwithstanding the considerable expansion of the business, the expense ratio shows a reduction in both departments.

The company, in adopting its generous policy in waiving all restrictions as to Active Service under policies issued prior to the declaration of war, has been subjected to the additional strain of war claims already noted. We feel sure, however, that all concerned, either as Directors, Agents or Policyholders, are only too glad to make this contribution towards the support of the dependents of the men who have given their lives in the service of our Empire.

Notwithstanding this comparatively heavy strain, the total mortality experience of the Company has been again very favorable. The ratio of actual to expected losses in the Ordinary Branch has been only 81.2 per cent, and in the Industrial Branch only 82.2 per cent of the expected. The Ordinary claims only 36.2 per cent of the expected.

I beg to second the adoption of the Report.

The Report was unanimously adopted.

A vote of thanks was tendered the agents of the company for the excellent work done during the year, and was responded to on their behalf by George J. McCracken, inspector ordinary branch, and J. F. Main, supervisor, industrial branch.

The following directors were re-elected for the current year: John McClary, Dr. A. O. Jeffery, K.C.; W. F. Bullen, Sir George Gibbons, T. H. Smallman, T. W. Baker, W. M. Spencer, W. J. Christie, Winnipeg. At a subsequent meeting of the board, John McClary was re-elected president, and Dr. A. O. Jeffery, K.C., vice-president.

FEEBLE DEFENSE AS BRITISH TAKE 600-YARD TRENCH

Germans Admit Giving Up
"Unserviceable Line."

ARTILLERY DOES TRICK

The Enemy Reports English
Troops Going to Attack in
"Snow Shirts."

LONDON, Feb. 12.—The official report from British headquarters in France tonight reads:

"We made further progress last night north of the Ancre in the neighborhood of the Beaumont-Puiseux road, where, as a result of a small enterprise undertaken on a limited front, we occupied some 600 yards of hostile trenches without difficulty. We took a few prisoners.

"Early in the night the enemy attacked our new positions south of Serre Hill, but, caught by artillery barrage and machine gun fire, was easily repulsed. The enemy's lines were entered by our patrols at a number of places.

"South of Armentières one of our raiding parties blew up a hostile ammunition dump and captured a few prisoners. This morning an enemy raiding party observed collecting on the enemy's positions northeast of Neuville-St. Vaast was dispersed by our artillery.

"Successful bombardments were carried out by us during the day north of

the Somme and in the neighborhood of Armentières and Ypres.

"In the course of the air fighting yesterday one German airplane was driven down damaged. One of our machines is missing."

LOSE "UNSERVICEABLE" TRENCHES.
BERLIN, Feb. 12.—Via Sayville.—The official statement issued today by German army headquarters follows:
"Western theatre: Army group of Crown Prince Rupprecht: East of

Armentières and south of La Bassée all the attacks which had been prepared by lively artillery fire failed.

"During the day strong artillery fire was directed against our positions on both sides of the Ancre River. During the night English troops six times attacked our wrecked trenches from Serre as far as the river. All the attacks were repulsed. The enemy suffered severe losses in our defensive fire, and to the north of Serre, in hand-to-hand fighting, his troops in many instances were killed or wounded.

"The trench line southeast of Serre, which had become unserviceable, was evacuated. This was planned and carried out without any molestation and before the English attacks were launched.

"Eastern theatre: Front of Prince Leopold: Advances of our storming detachments on the Dyne and near Kiselstein, west of Lutsk, were completely successful. Near Kiselstein two officers and 40 men and one machine gun were brought in.

"Front of Archduke Joseph: In the mountains on both sides of Ottuz, and in the Putna lowlands, there were frequent clashes of raiding detachments. "Macedonia front: There is nothing to report."

no matter how long or how bad—get your druggist today and get a 50 cent box of Pyramid Pile Treatment. It will give quick relief, and a single box often cures. A trial package mailed free in plain wrapper if you send us coupon below.

FREE SAMPLE COUPON
PYRAMID DRUG COMPANY,
300 Pyramid Bldg., Marshall, Mich.
Kindly send me a Free sample of Pyramid Pile Treatment, in plain wrapper.
Name
Street
City State

Armentières and south of La Bassée all the attacks which had been prepared by lively artillery fire failed.

BRITISH LANE OF PROTECTING SHIPS EXTENDS 300 MILES

Unleashing of Submarines
Anticipated by Great
Preparation.

NEW YORK, Feb. 12.—The Associated Press says that a tunnel-shaped sea lane of armed patrol ships, which extends 300 miles from the British Isles westward, has been established by the British admiralty, according to passengers arriving here today on the Cunard steamer Andania. Patrol boats literally lined the course taken by the Andania from Fastnet until she was safely out of the war zone, "it was so close to the Andania that her passengers said they seemed to be separated by less than half a mile of sea in some places.

The western, or sea, end of the lane of the safety, the passengers learned, however, was spread out very wide. The Andania left Liverpool January 31, the date Germany announced its unrestricted submarine policy. The passengers arriving here today on the Andania, passengers, apparently had anticipated this move on the part of Germany and had for weeks previously been equipping a large fleet of patrol boats to protect trans-Atlantic liners.

NEW ROUTE TO EAST.
Amsterdam, via London, Feb. 12.—A Rotterdam dispatch to the Handelsblad says that the question is being discussed here of maintaining communication between Holland and the Dutch East Indies by way of New York and Panama Canal. It is proposed that certain Dutch steamers run from Holland to New York and others from New York to Java.

PORT OF NEW YORK IS CROWDED WITH SHIPPING

Trans-Atlantic Lines Busy Settling
Question of Blockade.

New York, Feb. 13.—According to the Associated Press tonight, no other port today is crowded with shipping, and the offices of the various trans-Atlantic lines are here late tonight, raised by the German blockade declaration. Twelve large steamships came in yesterday and here late tonight, five from the danger zone.

The busiest place in the shipping district today is the office of the Scandinavian-American Line, where, final arrangements are being made for the departure of the Frederik VII, upon which the German ambassador and his staff are quartered.

Final arrangements had been made for turning over the embassy to the Swiss minister, who will look after German interests in the United States.

HIS LAST DAY.
Washington, Feb. 13.—This was Count von Bernstorff's last day in Washington. The former ambassador and Countess von Bernstorff and the empress of the Danes left tonight for New York, where they take passage tomorrow on the Danish liner Frederik VIII, for home.

FIRE AT TILLSONBURG

[Special to The Advertiser.]

Tillsonburg, Feb. 13.—Fire was discovered in the rear end of Merz's meat market this morning at 3:15, and from first appearances looked like a bad fire, as it is situated in the centre of the Graves Block, and had the fire started in the night there would have been a large conflagration. A quick run was made by the fire department, and after much hard work, was confined to the meat market, which suffered heavily from smoke and water. The damages have not yet been estimated, but the heavy, mostly covered by insurance. The fire was caused from an overheated stove used for heating water in the back part of the shop.

NEW MASONIC HALL OPENED AT INGERSOLL

INGERSOLL, Feb. 12.—The formal opening of the new Masonic Hall took place tonight with a large attendance of brethren from Tillsonburg, Woodstock, Norwich, Tilsonburg, Thamesford, Embro and Springfield. Rt. Wor. Bro. H. P. Stenerson, of Ingersoll, D.D.G.M. of Wilson District, No. 6, presided.

Addresses in keeping with the occasion were delivered by Lieut.-Col. Sutherland of Princeton, P.D.G.M., and Bro. W. P. Wardrope of Hamilton, deputy grand master of the grand lodge of Canada.

The past masters of the two Ingersoll lodges, Bro. R. H. Hutt of King Hiram Lodge, No. 67, and Wor. Bro. H. R. Foster of St. John's Lodge, No. 68, were presented with past masters' jewels by Rt. Wor. Bro. W. H. Wardrope.

Wor. Bro. Austin Miller, on behalf of his brother, Rt. Wor. Bro. Roger Miller, P.D.W. presented to King Hiram Lodge two aprons. One of the aprons was worn by the Wor. Master Bro. I. Hall of King Hiram Lodge in the year 1813, and the other was worn by his son, Elissa Hall, who was worshipful master in 1866. They were accepted on behalf of the lodge by Wor. Bro. Rev. J. M. Perkins.

The presentation of a loving cup was made to Rt. Wor. Bro. George Naylor, P.D.G.M. of Wilson District, No. 6, in appreciation of his excellent work, and especially in connection with the new hall. The cup was presented by Beauty roses.

Wor. Bro. J. M. Perkins, on behalf of the lodge, presented to the new hall a large bouquet of American Beauty roses.

There is nothing better for growing children—whether they are weak or well—than Scott's Emulsion, but see that you get the genuine Scott's.

Scott & Bowne, Toronto, Ont.

DISTRICT CASUALTIES

KILLED IN ACTION

BRANTFORD.
Pte. B. A. Woodcock.
GALT.
Pte. H. H. Farnham.
CONN.
Pte. J. C. Graham, R. R. No. 1.

WOUNDED

BRANTFORD.
Pte. F. F. Shunt.
WINDSOR.
Pte. K. T. Deel.
GOVERNMENT.
Pte. A. C. Cornish.

SERIOUSLY ILL

ATWOOD.
Pte. W. J. Roe.
SIMCOE.
Pte. W. C. Hazely.
GLENN WILLIAMS.
Pte. G. S. Fry.

GERARD REFUSES TO TALK
UNTIL DELIVERS REPORT

Will Not Go by Way of England, As
Invited by Britain.

Berne, Feb. 12.—Via Paris, Feb. 12.—Ambassador Gerard announced today that he probably would leave for Paris on Tuesday evening with the immediate embassy staff. He informed other Americans desirous of returning to the United States that they were welcome to accompany him, but must make their passport and other arrangements through the legation here, which now

WINTER RHEUMATISM

Rheumatism is a disorder of the blood. It attacks people when the blood is overcharged with acid and impurities, thus setting up inflammation in the muscles and joints. Wet weather or cold weather may start the tortures of rheumatism, but it is not the cause. The cause is in the blood and the blood only. Victims of this winter malady should be careful to fear the first dull ache in the limbs and joints, followed by sharp pains through the flesh and muscles; these are the symptoms of poison in the blood which may shortly leave the victim racked and helpless.

There is only one way to cure rheumatism, and that is through the blood. Liniments, hot applications and rubbing may give temporary ease, but cannot possibly root the trouble out of the system. That can only be done by the rich, red, new blood which Dr. Williams' Pink Pills actually make.

This new blood drives out the poisonous acids and impurities, and the rheumatism disappears. If you are a sufferer from this painful malady begin curing yourself today by the use of Dr. Williams' Pink Pills, and see how soon the pains and stiffness of the joints fade away, leaving behind new energy and new health.

You can get Dr. Williams' Pink Pills from any medicine dealer, or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

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There is nothing better for growing children—whether they are weak or well—than Scott's Emulsion, but see that you get the genuine Scott's.

The Patriotic and Red Cross Fund is Your Chance To Get Behind the Boys at the Front

They're Fighting For You.
They're Enduring All the Hardships.

They're Taking All the Risk.
They're Stopping All the Bullets.

NOW WHAT ARE YOU GOING TO DO ABOUT IT?

The gallant lads in khaki expect you to do your duty by their families. The Patriotic Fund has got to have more money. The demands on it are terrific.

You've got to dig down deeper than ever before—you're prosperous. Why?

It's time to share up with the boys. You're going to do it, and do it magnificently. You're going to do it for the glory of Canada. You're going to do your duty as our boys did it at Ypres, St. Julien, Festubert and the Somme.

It's Everybody's Campaign—Everybody Must Subscribe. Never was there such a chance for Everybody to do something—as big as they can, and as big as they should. Not a factory, not a store, not a man, woman or child will be overlooked.

Somebody Will Call on Everybody

Practically Every Society and Organization—Both Men's and Women's—in the City of London Have Volunteered Their Services To Assist in Securing Contributions From Homes, Factories, Offices and Business Houses

Everybody is going to give as they never gave before. With everybody giving, everybody working, everybody boosting, we'll get that paltry three hundred thousand in three days for the soldiers' wives, the soldiers' kiddies and the Red Cross

"It Is Not What a Nation Gains But What It Gives That Makes It Great"

In every corner of the Empire London is praised for its generosity, lauded for its loyal, patriotic and great hearted benevolence. We've made that reputation. We've got to keep it. Next week we'll renew our reputation for another year and everybody will have a share--EVERYBODY



"SERVE BY GIVING" CAMPAIGN
Patriotic Fund and Canadian Red Cross Appeal

Chairman of the Campaign Committee
Sir George C. G. G. G.

President London Patriotic Association
W. M. Gartshore



