

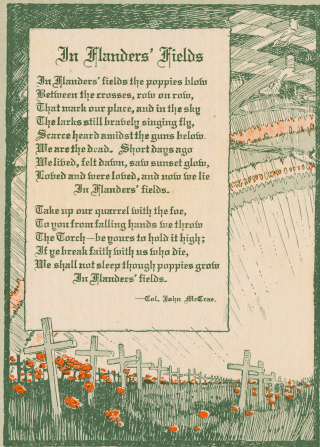
Christmas
Greetings
from THE IMPERIAL LIFE
ASSURANCE CO., OF CANADA

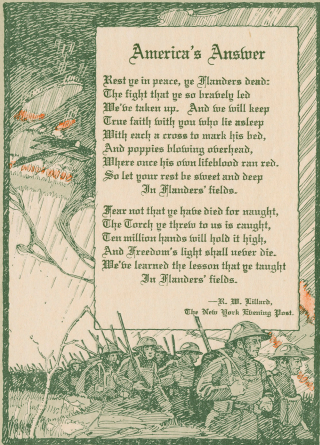
In Flanders' Fields

In Flanders' fields the poppies blow
Between the crosses, row on row,
That mark our place, and in the sky
The larks still bravely singing fly,
Scarce heard amidst the guns below.
We are the dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders' fields.

Take up our quarrel with the foe,
To you from falling hands we throw
The Torch—be yours to hold it high;
If ye break faith with us who die,
We shall not sleep though poppies grow
In Flanders' fields.

—Col. John McCrae.





America's Answer

Rest ye in peace, ye Flanders dead:
The fight that ye so bravely led
We've taken up. And we will keep
True faith with you who lie asleep
With each a cross to mark his bed,
And poppies blowing overhead,
Where once his own lifeblood ran red.
So let your rest be sweet and deep
In Flanders' fields.

Fear not that ye have died for naught,
The Torch ye threw to us is caught,
Ten million hands will hold it high,
And Freedom's light shall never die.
We've learned the lesson that ye taught
In Flanders' fields.

—R. W. Ellard,
The New York Evening Post.





LIEUT.-COL. JOHN MCCRAE, B.A.

THE late Lieutenant-Colonel John McCrae, B.A., M.B., M.R.C.P., was born in Guelph, Ontario, forty-five years ago, and died on January 29th, 1918, at No. 14 General Hospital, Wimereux, France. He possessed a wide knowledge of general subjects, such as history, biography, military work, and English and French literature, but it was the publication of this poem, "In Flanders' Fields," that made his name known and loved in nearly every English-speaking home. As Canadians we are right to be proud of him, as a man, a soldier and a poet.

"In Flanders' Fields" was first published in "Punch," and has been reprinted with most favorable comment by the leading journals and newspapers of the English-speaking world. The "Literary Digest" has spoken of it as the most remarkable poem the war has produced.

These lines, written by a Canadian soldier, to Canadians, contains in excellent verse a wonderfully inspiring message—a message which will live in the memory of generations to come.

"America's Answer," by R. W. Lillard, first appearing in the "New York Evening Post," is a fitting reply from a mighty nation to the dead of Flanders' fields.

The inspiration and sentiment contained in these two bits of beautiful verse seem to make them most appropriate for a Christmas message to our friends and business associates at this eventful time when the objects for which our brave defenders fought and died are about to be attained.



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