

BETTER THAN A BANK.

"WOULD you put your money," we said to a bank manager, who had previously shown us a handful of policies upon his own life, "would you put your money in a bank if you had your life to live again?"

"Not I," he replied, "I should invest it in life assurance policies, on the endowment plan."

The same question was put to another banker, who smiled at its innocence, remarking that the bank rate was uncertain from day to day. It might be $3\frac{1}{2}$ per cent.; it might be much less. On the other hand, he said, insurance companies obtain over 5 per cent. on their accumulated premiums. The fact of the matter is, he continued, there is no institution in the world which can be compared to life insurance; for by its means a man is enabled to make provision for his family, or for his dependents, at once.

Assuming that a young man did put by \$50 a year in a bank it would take a long time to accumulate an amount which could be secured forthwith by payment of the \$50 to a life assurance society. For instance, an annual premium of \$50, commencing at age 25, secures a policy in the Confederation Life Association of Toronto for about \$2,200, with profits payable at age 60, or previous death. The provision, even if death occur when only one premium has been paid, is immediate; while in the other case it is a paltry \$50 which his family will inherit, against \$2,200 if an insurance has been effected.

The real point of contrast, however, between the insurance company and the bank, is the certainty which attaches to the one, and the uncertainty which marks the other. In point of fact, the bank investor is, more truly speaking, a speculator who stakes the welfare of his family on the chances of his own life, and his power of resisting the temptation to divert the investment; that is, to use it for some other purpose than that of family provision. If only he be spared, they may fare well enough; but if death or misfortune come before his plans are matured, their case is a sad one indeed.

The policy-holder, on the other hand, is the conscientious investor, for, having regard to a provision for his family, he seeks safety—the first condition of "investment," as opposed to "speculation"—before anything else. Thanks to the insurance companies, he finds that he can forthwith make this provision absolutely secure and certain, and at the same time can obtain profits on his outlay greatly superior to the utmost profits that would accrue if he "ran his own risk" under the most favorable circumstances.

Canadian manufacturers have a reputation for shrewdness; they are keen, hard-headed men of business, and no men insure more largely. Next to commercial men come doctors and clergymen in the practical recognition of the value of life insurance. Like merchants, they are keenly alive to the investment element, but press its moral aspect home to all who come within their influence. The reason is obvious; our spiritual and medical advisers are the first to be appealed to in a case of distress brought about by death. They are the first to devise means for relieving the widow and orphan; and, from the difficulty they encounter in securing efficient help, their experience forces them to realize the necessity for every man to make provision for his own family, and not leave them to the tender mercies of the world.

The Endowment Policy issued by the Confederation Life

Association gives absolute and unconditional guarantee of payment of claims immediately upon receipt of satisfactory proofs of death, or should the insured survive the endowment period he may elect to take his money in any of the following six ways: First—The policy may be surrendered, and the entire value taken in

1. Cash.
2. Paid-up policy, payable at death.
3. Life annuity, an annual payment to the insured till death.

Second—Or, the policy may be exchanged for a paid-up policy of assurance, payable at death, without profits, for an equal amount of insurance, and, in addition, there will be paid an annuity for life of \$45 per \$1,000, applying the accumulated surplus either in

4. Cash.
5. Bonus addition to the sum assured.
6. Life annuity.

Full information furnished on application to the head office, Toronto, or to any of the company's agents.

NOTES.

The Williams, Greene & Rome Co., Berlin, are making special lines of all linen collars in latest styles.

J. R. Corbett & Co., furnishings, Winnipeg, have sold out to R. B. Rodgers.

The Williams, Greene & Rome Co., Berlin, are making a specialty this spring of colored shirts in white bodies.

The Montreal Herald of Feb. 16th has an illustrated write-up of Montreal commercial travelers. Considering the difficulty of the task, the result is a credit to the paper.

Glover & Brais are making a success of the Walff & Glaser fold brand of shirts and collars which they have been handling for some time. They are a superior quality of German make. The shirts retail at \$2.25, and are quite a different quality from the cheap unbranded grades that came from that country not very long ago.

Peter Schneider's Sons & Co., New York, who have a branch in Montreal in which they carry full stocks, showed THE REVIEW some new lines of drapery goods opened last week that have never been excelled in Canada, in either quality, finish or design.

Messrs. Moulton & Co., proprietors of the Montreal Fringe and Tassel Works, are about to remove to more commodious premises, where with new machinery and improved facilities they will be fully prepared to meet the demands of their increasing business. Their "card" in our advertising columns speaks for itself.

An important decision re chattel mortgages in Ontario was given recently. In *Clarkson vs. McMaster & Co.*, the plaintiff raised the question of the validity of an unregistered chattel mortgage, under which defendant took possession of an estate. The court (Hagarty, C.J.O., dissenting) held that the mortgage was validated by the taking of possession before the assignment to the plaintiff Clarkson, and before action brought by the other plaintiffs, as simple contract creditors, suing *qui tam*, notwithstanding Sec. 4 of the amending Act of 1892.